

baby talk

ARE YOU REALLY
BEING FAIR TO
YOUR BABY?



Avoid summer troubles
PAGE 14



Rules for bottle feeding
PAGE 18



Planning your layette
PAGE 21

Compliments
of the

LILIPUTIAN BAZAAR



Established 1879

BEST & CO.

Fifth Avenue at 51 Street



Let Beech-Nut flavor do the coaxing!

Happy mealtimes strengthen Baby's love for you...help your little one thrive *emotionally*. So instead of trying to *make* Baby eat, tempt your child with Beech-Nut Foods.

Flavor is all-important at Beech-Nut. Our Baby Soups and Puddings are made with creamy *fresh* milk. We use the very choicest fruits and vege-

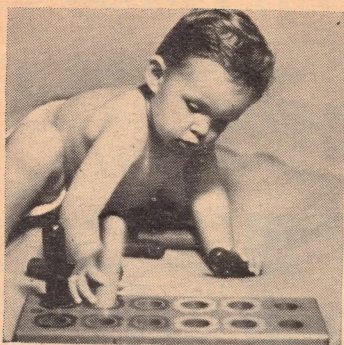
tables...picked at peak of juicy goodness. Plump chickens, carefully selected lean meats, too. All of the very highest quality...all packed in handy glass jars.

Day after day you can count on the same delicious flavor, color and consistency of each Beech-Nut Food. Compare them with other baby foods.

You'll see why so many mothers find Beech-Nut the simple way to keep mealtimes happy!



BEECH-NUT FOODS FOR BABIES



EDUCATIONAL TOYS TO SUIT BABY'S NEEDS

YOUR little baby's content with toys to *look at*. But by three or four months he's ready for toys to *do* with. These are fun—and educational too, for they teach coordination of hand and eye, give the child a sense of mastery and lengthen his attention span.

There's a wondrous fine toy of the crib-gym type that a baby can work with his feet before he can do much if anything with his hands. There are a number of well designed crib or cradle gyms for hand play too.

Later on, as baby's hands become more skilled and he can sit up to play there's a very wide choice:

Toys that fit on crib and play pen rails—wonderful peg and hammer toys, which encourage good exercise, good aim, good bang-up fun.

There are sets of squares or rings of different sizes and colors plus a "post" that challenge a baby to put, take apart and reassemble. There are containers of various kinds with geometric shaped holes—and similarly shaped pieces of wood to drop through them—that can't be beat for head-eyes-hands play.

Also small unit blocks (a few to start, adding others later on) to build with and fit together toys of different types (some-what like the one shown above).

Ever and ever so many toys to encourage hands to play and work.

Keep in mind: Will the toy last? Is it safe? Does it offer new and different play possibilities? Is baby *ready* for this particular toy?



Baby Breck Lavo

HELPS KEEP BABY CLEAN AND SWEET
Baby Breck Lavo is a mild, non-irritating liquid made especially for washing tender skin. It produces a rich, gentle lather which cleans thoroughly, leaving the skin smooth and sweet. Baby Breck Lavo is recommended for washing baby's hair.

4 oz. 60¢



10 oz. plastic bottle \$1.25

JOHN H BRECK INC • MANUFACTURING CHEMISTS • SPRINGFIELD 3 MASSACHUSETTS
NEW YORK • CHICAGO • SAN FRANCISCO • OTTAWA CANADA

Let's Go, Mommy!



Go any time...
anywhere—if it's a

Peterson

FOLDA ROLA
Pat.

Convertible!*

Yes, rain or shine, Baby rides in comfort and safety. Folda Rola steers easily, rolls like a dream...

and, like all Peterson
Folda products, it's

Famous for folding—flat, like magic...with ONE HAND.

Take it with you in the car, tuck it away or carry it.



America's "Lightweight
Champion" Stroller-Walker

*Now...the first practical CANOPY for sun and weather. Adjusts 2 ways and *folds*, of course, with Folda Rola. Available as accessory...fits your Folda Rola, new or old. Also for Folda Twin and Folda Strola.



*Converts to
baby's walker

At better stores everywhere or write

A.E. Peterson Mfg. Co.

700 ALLEN AVENUE, GLENDALE 1, CALIFORNIA

Add to Mother's care-free hours with

FOLDA STEP

FOLDA SEAT

FOLDA SWING

FOLDA TWIN

FOLDA STROLA

FOLDA TRIPLET

(Helpful information for next to nothing. See pages 41 and 42)

baby talk

Vol. XIX No. 7

ISSUED MONTHLY

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Bringing Up Baby

HINTS COLLECTED BY

Mrs. Dan Gerber
(MOTHER OF 5)



Mrs. Dan Gerber

Gone are the so-called "good old days" when mothers made fashion plates of babies. The clothing needs of today's happy baby are few... main things are comfort for baby, convenience for you. A few hints for "ladies in waiting" or brand-new mothers:

1. Buy baby's clothes large enough for easy dressing, plenty of wiggle room.
2. Forget frills (except on special occasions). Shirts, diapers and wrappers are the things for a tiny baby.
3. Keep clothes down to a reasonable minimum. Healthy babies need less covering than adults.



Many doctors introduce strained fruit in baby's diet almost as soon as cereal. When your baby is ready for this delicious addition you'll be delighted with Gerber's Strained Fruits. For most tots take naturally to the appetizing true colors... the tempting true flavors of Gerber's Fruits. To say nothing of the smooth, good-feeling texture. And small wonder! Each one is prepared from quality, fully-ripened fruit... carefully processed to preserve that natural color and flavor. Eight for baby's eating pleasure.

Taste dividend. Any one of Gerber's Strained Fruits makes a delicious topping for baby's cereal. Delightful, too, when used as a bread spread for an older child.

Beauty brush-up. If baby's outgrown his (or her) downy-soft hairbrush, don't discard it. Makes a wonderful complexion brush. Just dry upside down so bristles won't get mashed.



A specialty by specialists who make baby foods and nothing else! Gerber's Strained Egg Yolks have a wonderfully smooth, custard-like consistency... a delicate fresh-egg flavor that little ones really enjoy. Rich in Vitamin A and blood-building iron... and heat-sterilized for baby's protection. All ready to serve, just "as is," or you can mix them with milk or solid food. Any way, Gerber's Egg Yolks usually make for a smiling small-fry mealtime.

GERBER'S BABY FOODS, FREMONT, MICHIGAN



All set for the next step, honey?

Ready for something a little more solid in your diet, darling? Sure you are! For as you become increasingly active you need the added nourishment and the feeling of satisfaction that only solid food can give.



Before you know it, your baby, too, will be ready for solid food—usually cereal at the start. When your doctor says baby is all set for this step, you'll find Gerber's Cereals most helpful. First off, Gerber's Cereals are enriched with the supplementary iron most babies need shortly after birth. They are also fortified with bone-building calcium and the important B-vitamins that aid in baby's growth.



Then there's texture! Gerber's Cereals have the creamy-smooth consistency that feels particularly pleasant on a delicate little tongue. They're thoroughly pre-cooked—all you have to do is add milk, formula or water, and

serve. (A soupy mixture at first makes the texture more familiar and, therefore, more palatable to baby.) Then too, Gerber's Cereals have the mild, pleasing flavors just right for wakening taste buds. Four in all—Rice, Barley, Oatmeal and Cereal Food (a mixed cereal)—to stimulate mealtime interest.

For your convenience in introducing cereals to baby: Gerber's new Cereal "Quads"... small-sized boxes of all four... compactly wrapped together in sparkling cellophane. Easiest way in the world to let baby sample the cereal variety he wants and needs.



Babies are our business... our only business!

Gerber's®

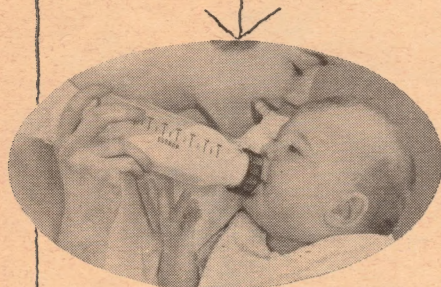
BABY FOODS

4 CEREALS • 60 STRAINED AND JUNIOR FOODS, INCLUDING MEATS

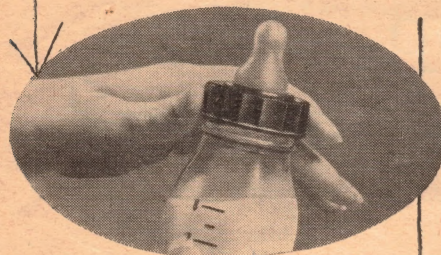
(Helpful information for next to nothing. See pages 41 and 42)



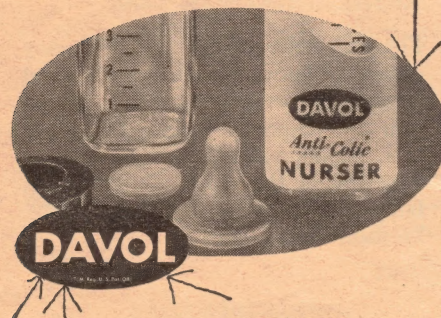
baby
feeding
made easier



Bottle feeding at its easiest...for both mother and baby...with the Davol "Anti-Colic"® Nurser. Bright blue ounce-markings insure easy, accurate measuring. Special square shape makes it easy to hold and clean. Famous "Anti-Colic" Nipple helps prevent air-colic, which means fewer interruptions, happier feedings.



Easier to feed, too! The Davol Nurser can actually be "regulated" to your baby's own feeding speed. Just loosening or tightening the collar controls the flow...from fast to slow...to suit baby's natural pace. Adjusts with finger-tip ease, yet won't leak. Works with thick or thin formula.



Important P. S. Davol "Anti-Colic" Nipples are reinforced to simulate the firmness of the maternal breast...encourage *natural* sucking action. This feature is just one of the results of 80 years' experience in making fine rubber and hospital surgical goods. And just one of the reasons 2 out of 3 hospitals use Davol Nipples.

DAVOL RUBBER COMPANY, PROVIDENCE 2, R.I.

BABY NEEDS

A series of articles to help you
buy the best clothing and equipment for your baby

SUPPLIES FOR BABY'S TOILET TRAY

THE care of a baby's skin is simpler today than it ever was. "For-Baby" toiletries are pleasant to use and are carefully designed to fully meet the requirements of an infant skin from the safety angle, the comfort angle and with a "skin like a baby" goal.

Your doctor may tell you exactly what products he wants you to use. If not, there are a number of high calibre brands from which you can choose with confidence.

We suggest that you study the advertisements of baby toiletries carefully. Then inspect the various "lines" at drug store, specialty shop or department store. Make your choice in terms of claims made for the product, the package appeal of the product, and with some items, the scent (always light—appropriately "new baby"—but you may prefer one to another). You'll want to consider:

A baby lotion or oil: Both products are intended for general use as an after-bath rub down and for frequent cleansing of the diaper area. You may want to have both on hand. Ask your doctor about this. Baby lotions made by different manufacturers differ in formula and in the special ingredients which are added to prevent and help clear up rashes. Infant skin has a tendency to dryness and needs lubrication.

A baby powder: Fine talc has long been a favorite soothing agent and offers protection against chafing. There is no finer talc than that used in the products designed for

use in baby care. Some powders are medicated to make them particularly valuable for use on the diaper area and for the relief of heat rash, etc.

A baby ointment: Your doctor may prescribe one for special use in newborn skin care where rash or eruptions appear, as they may even with meticulous care and careful diapering.

A baby soap: Soap and warm water are the basis of keeping baby clean and sweet. Soap must be mild and should not be highly scented. Some baby soaps are liquid, others come in cake form.

Cotton: There are various conveniently packaged cotton products for baby use—and there are many uses for them. Cleansing the diaper area is a many-times-a-day routine. Wiping matter from the corner of the eyes is sometimes necessary and a cotton ball is fine for applying lotion to the deep creases of a plump baby.

Cotton-tipped applicators: Commercially produced applicators are more sanitary and handier than home twisting of loose cotton into swabs for the care of the navel, cleaning of the outer ear, etc.

Baby's toilet preparations can be bought individually or they come packed in "sets" conveniently and attractively boxed. Large-sized units of oil or lotion are an economy buy.

Note! For care of the diaper area—soap and water, oil, lotion, or powder—prompt changing of wet or soiled diapers.

Baby talk's LAYETTE LIST

(Minimum needs
for first 3 months)

Your Baby's Clothes

Shirts (cotton)	4
Nightgowns	3
Kimonos	3
Sacques	2
Sweaters	1
Diaper Service.....	90 a week
Diaper covers	2
Safety pins	6
Bibs	2

Your Baby's Bedding

Waterproof sheets	2
Waterproof pads	3
Cotton pads	2
Sheets	4
Receiving blankets	3
Wool crib blanket.....	1
Cotton crib blanket.....	1

Bath Needs

Towels	3
Wash cloths	2
Baby soap, oil or lotion	
Powder, cotton balls and swabs	
Hairbrush	

Formula Needs

Sterilizer	
8 oz. bottles	6
4 oz. bottles	2
Nipples	8
Bottle caps	8
Glass graduate; mixing spoon	
Measuring spoon	

For Outdoors

Carriage blanket
Bunting

Furniture

Crib and mattress
Chest of drawers
Comfortable adult chair
Bathtable or tub
Carriage, mattress

Near Future Needs

Playpen (at 3 months)	
Topper sets	4
Hot food dish	
High chair or table-chair unit	
Auto bed or seat	

WITH these items at hand you can make your baby 100% comfortable. The quantities given can well be increased if budget is not a big concern. Gifts will undoubtedly increase your supply of essentials and provide some delightful extras too. 15 to 20 new baby gifts is an average in a neighborhood of young married couples.



for Safety • Value • Durability
get **COSCO**®

● Cosco provides safer, more comfortable seating for your "star boarder" all through babyhood and childhood! Baby Jumper has new suspension frame that counteracts tipping, duck cloth upholstery that slips off for laundering. Convertible High Chair has flared legs to guard against tipping, positive-lock tray that keeps baby in place. Converts to Youth Chair with removal of tray and footrest. Both models are handsomely designed and sturdily constructed. Easy to keep clean and sanitary . . . no crumb-catching cracks or corners. At juvenile, hardware, furniture and department stores. Get yours . . . and be sure it's Cosco. Accept no substitutes.

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA
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Model 14-E Convertible High
Chair: Chromium legs; Duran up-
holstery, three colors. \$14.95*

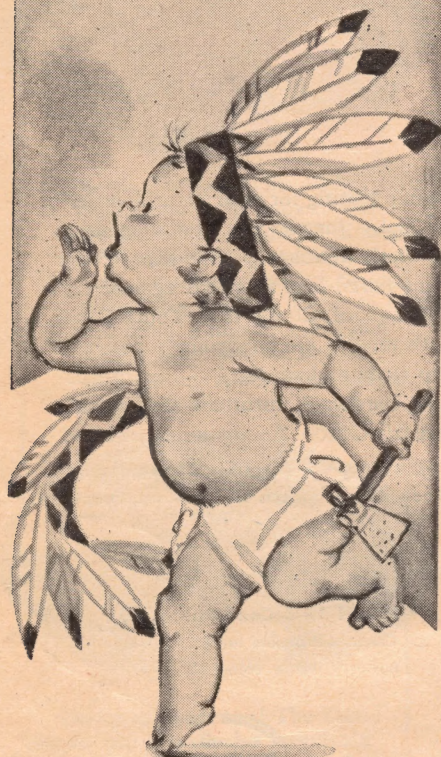


Model 12-A Baby Jumper:
Gray enamel base; chromium
frame; duck cloth upholstery,
three colors. \$7.95*



*Slightly higher Colorado and west.

Even little
Busy-bodies
can't pull 'em loose!



M.W.

Chix[®]
FITTED
CRIB SHEETS



Every new mother faces the same problems sooner or later. Here's how other girls have solved some which may bother or puzzle you

HERE'S WHAT OTHER MOTHERS DO

For Short Trips With Baby

MRS. H. A. CLAPP, BIRMINGHAM, ALA.—When we go off on short trips—trips that might interrupt baby's sleep—I carry her sleeping garments to our destination. When it's time to go home, I dress baby for bed and she falls fast asleep in the car. Then when we get home, there's no reason to wake her—pajama-clad, into her own bed she goes.

For Night Time Check-Ups

MRS. E. B. DALE, LANCASTER, PA.—No more groping or fumbling for my flashlight and slippers in the middle of the night. I painted them with luminous paint—just a dab on the toe of each slipper—so I can find them easily.

Snack-Time Tip

MRS. DORIS MEYER, WHIPPANY, N. J.—Our little boy thinks the table's not much of a place for mid-afternoon snacks. So he used to wander about the house with his cup of milk—spilling it wherever he went. Then one day I suggested he sit on the kitchen floor. This is fine because he can drink and play—and if he should spill some milk, a quick mop-up in just one place does the trick.

Baby Meets the Dentist

MRS. HELEN WEBER, MILWAUKEE, Wis.—Before my children's first dentist-visit, I gave them a step by step account of what was going to happen: The rotating chair, the buzzing sound, etc. I told them that they would have to open their mouths wide and even wider. Most important,

PLEASE TURN TO PAGE 10

"Only real relief I found for **HEARTBURN!**"

*New mothers
so grateful for CHOOZ
they want to tell
mothers-to-be!*

Take the word of new mothers themselves about CHOOZ... safe, dependable chewing-gum antacid. When they tell you what *fast, longer-lasting comfort* CHOOZ gave them from nagging heartburn and acid upset stomach during pregnancy—they speak from experience!

"Marvelous Relief"



Mrs. Joan Leyba

Mrs. Joan Leyba, of Chicago, writes: "While expecting my first baby, I suffered heartburn, gas and sour stomach in the worst way. No other remedies I tried gave me such fast, satisfactory relief as pleasant, marvelous CHOOZ."

"Did Wonders for Heartburn"

And from Cleveland, Ohio, Mrs. Mary Buemi has this to say: "CHOOZ did wonders for my heartburn when nothing else helped. I've recommended it highly to many expectant mothers."



Mrs. Mary Buemi

When you chew minty, refreshing CHOOZ, two medically-famous ingredients quickly sweeten your stomach and neutralize excess acid. And as doctors know, the very act of *chewing* CHOOZ helps keep your stomach sweeter longer... much longer! No other type of antacid gives you this fast, longer-lasting relief the way CHOOZ does! And CHOOZ contains no soda. So chew CHOOZ—feel better fast! For free trial offer, see page 42.

NEW ANTACID CHEWING GUM



10 CHOOZ, 10¢—ALL DRUG COUNTERS

(Helpful information for next to nothing. See pages 41 and 42)

You'll Find These Flavorful Strained Baby Foods Under The Heinz Label Only!

1. APRICOTS AND OATMEAL
2. BEEF AND LIVER SOUP
3. BEEF BROTH, Beef and Barley
4. PLUMS AND FARINA
5. CREAM OF TUNA



Like All Heinz Strained Baby Foods, These Five
Exclusive Varieties Are Outstanding For Tempting Flavor,
Appetizing Color And Fine Texture!



WHETHER YOUR BABY is a bit of a nibbler or eats like a cave man, it's important for you to introduce him to a wide *variety* of foods. For eating habits established in infancy influence his life-long enjoyment of meals.

● **With this fact in mind**, Heinz baby-food specialists are constantly developing new dishes that provide a maximum of flavor as well as food value! Five such strained foods—which only *Heinz* offers your baby—are delicious Apricots and Oatmeal; protein-rich Beef and Liver Soup; hearty Beef Broth with Beef and Barley; Plums and Farina; and smooth Cream of Tuna.

● **Although Heinz Strained Baby Foods** are the *only* kind backed by an 85-year quality tradition, they cost you nothing extra! Look for Heinz Strained Foods when you shop. Remember—you *know* they're good because they're *Heinz*!

Doctors Everywhere Recommend

Heinz Baby Foods

OVER 50 VARIETIES—STRAINED ORANGE JUICE • PRE-COOKED CEREALS • STRAINED FOODS • JUNIOR FOODS

(Helpful information for next to nothing. See pages 41 and 42)

Avoid DISTRESSING "Set-Backs" IN TOILET TRAINING!



Start your girl or boy correctly with Start-Rite!

Baby's training can be a happy accomplishment or a nightmare of frustration. Often, the trainer alone makes the difference.

Start-Rite units are styled to *successful* modern training methods. They avoid fears, frights and set-backs by floor-level training in *natural* position—without restraints!

Exclusive urinal shield* allows *normal*, safe, stand-up training for boys; body-contour forward-tilt seat* assures *correct* sitting position; lift-off potty* fits any commode for travel. Trainers are strong, sanitary plastic. Moderately priced! . . . At department and specialty stores.

Write for free colorful illustrated training booklet!



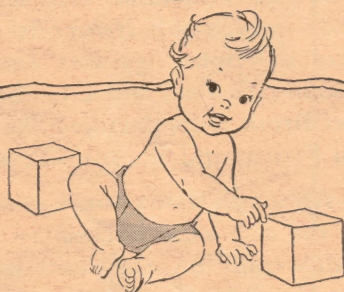
*U. S. Pat. Nos. 168,463 and 2,592,040

PEMCO PRODUCTS, INC.
1200 Madison Avenue
Indianapolis, Indiana



START-RITE TRAINERS GUARANTEED AGAINST BREAKAGE IN NORMAL USE

Moisture-Proof Your Baby Against Diaper Irritation



Z.B.T. Baby Powder with Olive Oil soothes like powder, protects like oil. Moisture-proofs skin against irritating acid-moisture of wet diapers and perspiration. Actually sheds moisture, does not absorb it. Guards against painful chafing, prickly heat, urine scald, and diaper rash. Keeps skin dry, comfortable. At every bath and diaper change, use Z.B.T. Baby Powder.

Does not contain zinc stearate or boric acid



USED BY OVER 1700 HOSPITALS

(Helpful information for next to nothing. See pages 41 and 42)

... OTHER MOTHERS

(Continued from page 8)

I've always made it a point to speak of the dentist as a friend—someone whom we enjoy visiting. My efforts have been well rewarded. The children accept the visits without question and the dentist, needless to say, is grateful for their good behavior.

Pockets-full of Toys

MRS. CHARLOTTE NORRIS, LOS ANGELES, CALIF.—Small toys used to get buried in our toy box—we had to poke, pull and probe under the bigger play things for them. So I made a chintz bag with various-sized pockets—much like a shoe bag. One pocket is for the crayons, one for the toy phone, one for a little purse, etc. My little daughter has lots of fun putting each toy in its special pocket.

Baby's Hair-do

MRS. J. E. MIXON, BRADENTON, FLA.—Putting oil on my baby's scalp made her fine hair stick out in all directions. I discovered that if I combed baby lotion through her hair—much thicker than the oil—I could make a lovely curl on the top that would stay put.

A Mixed Bill of Fare

MRS. M. D. KLEIN, CLEVELAND HEIGHTS, OHIO—I discovered a trick to make self-feeding easier for my baby. I add a spoonful or so of chopped meat and vegetables to his soup so he could handle them better.

Jealousy's No Problem

MRS. D. NEUSTAETTER, THORNWOOD, N. Y.—When I was pregnant, people used to ask my 34-year-old daughter whether she wanted a sister or a brother. Whenever this happened, we immediately turned to little Mary and asked that whatever "it" was she would be the *big* sister, wouldn't she? Mary has a little brother now, and she, the *big* sister, is proud and loving.

Keep a Baby-Clothes File

MRS. ALBERT NEHART, CICERO, ILL.—After my first baby came, I sorted out all the lovely gifts I had received and filed them away in boxes. I labeled each box according to size and season. Now, as the weather

changes and as baby leaps into a bigger size, I have her new wardrobe right at hand. I found this worked well, too, when putting her outgrown clothes away because I know at a glance what I have and *exactly where* for her baby sister.

Baby's First Birthday Party

MRS. T. REILLY, HUNTINGTON VALLEY, N. Y. — Our baby's doting grandparents wanted to be in on the First Birthday Party. A dinner party, we thought, would be tiring for baby. So we decided to have our guests come for dessert only. We served ice cream and cake and then brought the presents out. Johnny, refreshed after a mid-afternoon nap and satisfied after an unhurried dinner was

What Only One Dollar Can Do For Your Baby

Did you find these other-mother suggestions helpful? Would you like a book jam-packed with over 500 of them—the best that have appeared in past issues?

That's just what you get in New Mother's Guide, a 132-page book crammed with invaluable information contributed by other mothers. And all it costs is *one dollar!* Buy your copy from your diaper service, specialty shop, or send \$1.00 to Leam Corporation, 149 Madison Ave., N. Y. 16, N. Y.

as good as gold. He didn't mind it at all when I trundled him off to bed with his new teddy. Then, of course, the old folks settled down for a pleasant evening together.

If Toddler's a Paper-Cutter

MRS. D. F. HARNED, BROOKLYN, N. Y.—Our four-year-old never tires of cutting out pictures and paper dolls from old magazines. Cleaning up is no chore for me because I put scissors, magazines, and toddler right down in the middle of an old sheet on the floor. We let the snips fall where they may—then when cutting-up is over, I just shake the bits and pieces into the waste basket.

Have fun, darling—
wise heads
are making sure
you grow up
strong and healthy!



In expert hands, baby gets off to a good start with doctor's help. To give baby the variety he craves, depend on the four different-tasting Pablum cereals. Exclusive "Handy-Pour" package spout keeps cereal fresher.



Just see how he thrives on Pablum, the *only* infant cereal produced by a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults. Pablum... so easy to digest... high in nutritional values so important through his third year.



4 varieties at your druggist's or grocer's

Pablum® is the original pre-cooked cereal made only by Mead Johnson & Co., world famous for nutritional and pharmaceutical products.

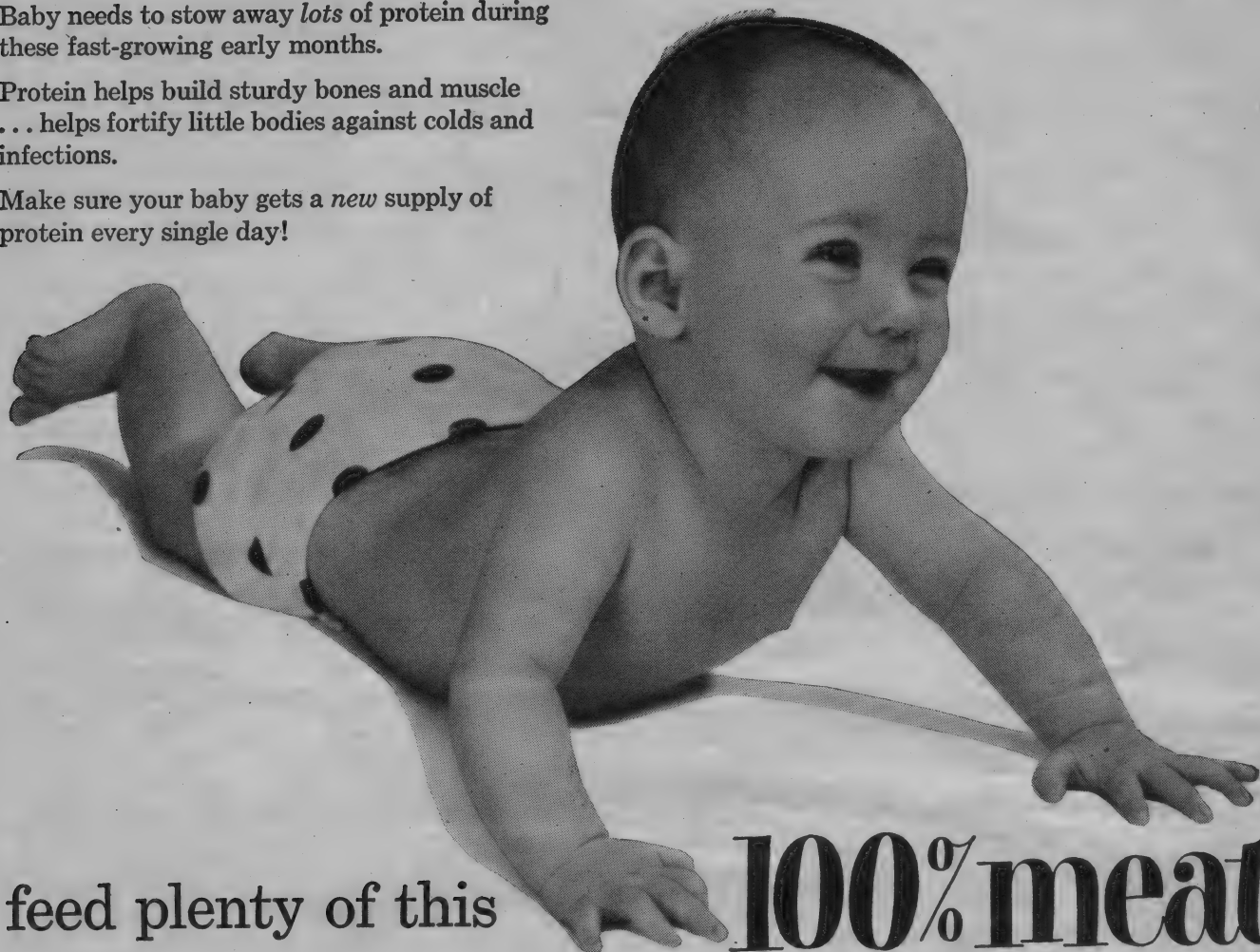
MEAD

Sure keeps a baby busy **growing**

Baby needs to stow away *lots* of protein during these fast-growing early months.

Protein helps build sturdy bones and muscle . . . helps fortify little bodies against colds and infections.

Make sure your baby gets a *new* supply of protein every single day!



feed plenty of this

100% meat

Here's meat 10 times richer in protein than even *mother's milk* — ounce for ounce!

Here's meat pre-cooked and strained so fine babies can eat it at 6 weeks!

Here's meat in a form as digestible as milk!

Here's the easiest, thriftiest way to give baby a build-up. Start it early. Feed it daily.

Spoon feed or
add to formula.
7 KINDS FOR VARIETY
all 100% meat
Beef, Lamb, Veal,
Pork, Liver, Heart,
Liver-and-Bacon



*New! Ready to serve
egg yolks!*



No more daily egg cooking for baby. No more wasted whites. Feed this creamy easy-to-swallow egg yolk right from the can. Already cooked, rich in blood-building food iron.

Swift's

FOREMOST NAME IN
Meats for Babies

NUTRITION IS OUR BUSINESS

(Helpful information for next to nothing. See pages 41 and 42)

You and your babies



Day by day thoughts, reminders, news and advice

By DEIRDRE CARR, *Baby Talk's* Editor

BUTTERSCOTCH flavored penicillin—one of the new forms of this invaluable antibiotic—is proving popular with children—so popular that one doctor who prescribes it does so with a special note to mothers to be sure to put the bottle where the youngsters can't get at it!

WHAT WAS wrong with our May cover—the baby was darling, the baby-sitter a delightful girl—but (and it's wonderful how many mothers, nurses, doctors wrote us about it) she had the diaper pin in her mouth—so it was no longer a safety pin! We're sorry now we used this otherwise beautiful picture—and are grateful to our friends who complained. A proof that Home Safety Education is paying dividends.

A YOUNG doctor-father described his three-month-old first born son to me: "He's one of those babies who'd rather look around than sleep even when he's sleepy. I only half-believed the mothers who complained to me about their babies doing this—but now I understand what they were up against."

DEPENDABLE baby sitters scarce in your neighborhood? Why don't you consult with your Local Girl Scout Troop Leader about setting up a training course? Example: The Baby Sitting Course sponsored by the Lebanon Girl Scout Council in Lebanon, Indiana, hoped for 25 to 30 girls but averaged over 70 for the first three meetings. The 6-week course is open to sixth-grade girls and older, and each girl com-

pleting the course will be given a certificate to fit into her billfold. Nearly 75 girls have enrolled in Boone County's first baby-sitting class.

The Girl Scout Council reports that each day since the course began, they receive calls from parents asking which girls are taking the course so they can hire them. Emergencies and first aid are included in the weekly subjects.

EDUCATIONAL TELEVISION is coming into its own. Seven stations will be in full swing after May 17th. (KUHT Houston, KTHE Los Angeles, WKAR-TV East Lansing Mich., WQED Pittsburgh, WHA-TV Madison Wisc., KOED San Francisco.) Coming attractions worth watching for and worth watching: *Story Teller*, for children and *Understanding Your Child* for grown-ups! *The World We Want* for teenagers.

HAVE ANY of you breast-feeders noticed that your little new breast-fed baby seems to want to eat again sooner than the bottle-fed baby next door? Of course, no two babies are wired to the same alarm clock—but, even so, did you know that it takes modified cow's milk (formula) longer to leave the stomach than it takes breast milk?

VISITED New York City's very newest maternity hospital the other day. Three things of special interest: The delightful interior decoration of the labor rooms—pastel

walls, colored sheets, and charming prints of famous modern paintings on the walls.

The central supply room where 10 girls in pink and green uniforms were packing the sterile packages for use in the delivery room. They work full time 6 days a week—an interesting example of how many people are involved directly or indirectly in the birth of one baby.

The accommodations for clinic patients—pretty sunny 4-bed rooms.

BABY OIL is a tried and true sun tan lotion for grown-up skins.

EVERY WEDNESDAY afternoon at the Children's Medical Center in Boston, all the parents of patients are entertained at tea by a group of three members of the Hospitality Committee. I was their guest the other day and it was wonderful to see the lift those mothers and fathers get from the get-together. If you've never haunted a hospital because your sick child was there—you can't imagine! Seems to me that a similar plan could and should be set up in other hospitals.

PLEASE—no fireworks—not even the "safe" (?) kind on July 4th.

CALLING all mothers of four- to six-year-olds among our readers. Don't miss giving this age group a book called *How to Make an Earthquake* by Ruth Krauss. Publisher, Harper and Bros.

July

Birthstone: Ruby

Flower: Larkspur 'or Water lily.



Never let a child under 6 out of your sight at beach or lake or pond or pool

AVOID TYPICAL SUMMER TROUBLES WITH BABY

A simple guide to baby's comfort and safety during

July and August—indoors, outdoors—at home, on vacation

1. **Baby's sleep** will be sounder if you make use of this deep south custom: Keep the shades drawn against the sun and the windows shut against the hot outside air 'til evening. If possible, plan naps in a shady spot out-of-doors—with the carriage hood down. And remember, sometimes it is too hot to sleep and a restless baby fusses less if near you.

2. **Baby's skin** is worthy of some very special summer care. Babies and little children perspire very freely and so frequent sponge-offs are in order. They refresh and help prevent prickly heat. Powder generously too. And give play baths: baby in a dishpan, a plastic pool or the big tub. Of course, stand by on guard!

3. **Fewer bites for baby** (mosquito bites or even worse the buzzing beach-fly bites). If you use netting over crib or carriage—ask the doctor about an insect repellent and a lotion or antiseptic to soothe the itch and smart.

4. **Baby in the sun** is a good health measure if sunburn doesn't spoil it. Protect skin with oil or lotion. Limit first sunbaths to 5 minutes—more time later

after skin tans. Provide: cover-up clothes and light cotton hats for very fair toddlers to put on after their skin gets ruddy from sunny play. Severe sunburn at any age is dangerous.

5. **Baby's food** needs refrigeration protection more than ever in the summer. Cool the formula but quick. Don't give leftovers more than one day old. Check source of water and milk while away from home. And on trips don't overestimate the powers of your insulated bag or vacuum jug.

6. **Baby's clothes** can be reduced to the minimum of a diaper. If such casual dress doesn't appeal, turn to sunsuits and sun dresses. Diaper covers are cooler than rubber pants. And be prompter than ever about changing wet or soiled diapers. Baby's doctor will advise: Putting off "shots" or a tonsillectomy 'til fall. He'll remind you too of Polio precautions (see p. 37). He'll warn you about beach hazards for the young and very young—and tell you what to have in your first aid kit for cuts, scrapes, etc. And don't forget one good soap and water bath a day after beach play or swimming.

GAJDA, F.P.G.

SEVENTH MONTH:

A period of happy activity

AFTER baby passes the half-year mark the temptation to compare small son or daughter with other babies increases. And somehow—just why it's hard to know—it may seem increasingly important—something to be proud of, or taken aback by—if your baby sits up before or after the baby next door—cuts a tooth sooner or later than a cousin-baby does—or creeps a tentative foot or two while a baby several months older is still not under his own power.

No harm in comparing if you remember *and re-*

mind the other baby's mother that the word normal describes the baby who is a little ahead, the baby who is a little behind as well as the baby who is 100% "average," if there is such a baby. Indeed it's just to underline this wholesome, happy, reassuring fact that we will from now on give you photos of a different baby each month. Compare to your heart's content—but remember each healthy baby grows at his or her own healthy pace. Normal differences show in many ways between 6 months and a year.



Food looms mighty large in Nina's day and it's typical of her age—even of those babies who have small appetites. Show them a dish or bottle, eyes sparkle, hands eagerly reach out, but appetite varies from day to day. Food likes and dislikes are expressed more plainly.



Curiosity grows keener week by week. And with hands growing nimbler too, satisfying it is easier. The thumb and finger grip is quite efficient now—eyes are keen, aim good. Seven monthers chirp, laugh, "talk" in noisy cheerfulness—fuss crossly when tired or uncomfortable.



Sitting up alone with fair to good balance. Nina's back muscles tire in a little while which is why it wouldn't be good to leave her strapped too long in chair or swing. Usual fatigue sign: slumps forward or shifts weight from her bottom to small of her back.



So active that the big bath tub is for baby. Floating toys are part of the fun. Water play is so absorbing that Nina's hard to wash. Safety asks for a bath-tub seat and *demands* that baby never be left alone in the tub—not even for a small part of a minute.



Attention is given completely but briefly to any new thing. A change of toys is needed frequently—and everything goes into the mouth in time. The sequence: look, finger, taste, bite, bang, discard, reach for or if nothing's near, cry for another toy to play with.



MERRIM: MONKMEYER

Companionship appeals more than any toy. Seven monthers romp and ask for more. They're less shy than five and six monthers and show plainly whether or not they "take to you." They're wiggly and twisty, restless and playful rather than cuddly most of the time.

GOLDEN RULES FOR BOTTLE FEEDING

Please—no apologies and no guilty feelings because your baby is not breast fed. What I call *personalized* bottle feeding will be just as good (or within the merest fraction of as good).

#1. Make the formula carefully and accurately. But no need to get stage fright about it. A formula is merely a *recipe* for a food that will provide your baby with almost all (if not all) the elements of breast milk.

#2. Hold your baby for feeding. This is the simple, direct way to give bottle feeding the warm, safe, close-to-mother quality that is built into breast feeding and is its main superiority. This does not mean that it's a sin to prop a bottle once in a while or to let someone else feed the baby sometimes. But mother-fed is well fed.

#3. Allow baby plenty of time over the bottle. 20 to 30 minutes is about average on a firm, springy nipple with an opening just big enough to let the milk flow freely when baby sucks vigorously. (Test: one drop at a time falls from up-ended bottle.) Breast-fed babies often go on sucking after they are full. And a bottle-fed baby can well be allowed the same enjoyment—on a

pacifier for a few minutes before sleep comes—this until three months of age when the baby can substitute his thumb at will. This extra sucking will save the baby a considerable part of the after-meal fussing which is often confused with gas and/or colic. The bottle-fed baby has no corner on colic. Breast-fed babies have it, too. The cause of *true colic* is still somewhat of a mystery but few of us believe it to be the food.

#4. Gauge the right amount of milk per feeding by your baby's appetite. It will vary quite widely. Satisfaction requires more, sometimes less than what you put in one bottle. Make enough formula to yield an extra ready-to-feed bottle or two. Better to waste a little milk in a day than have the fuss of preparing an emergency supply for an extra hungry baby.

#5. Change from bottle to cup only when baby is ready for the switch. Weaning is happiest when done gradually. Willingness to cup-drink water and juice comes long before willingness to take much if any milk that way. The need to suck dwindles toward the end of the year and that is time enough to start.

Questions mothers ask about bottle-fed babies



Is formula feeding the main cause of gas and colic? No!



Will solid foods have to be started sooner? No!



Does bottle feeding increase thumbsucking? It may!



Is the baby cheated of mother-love? It's up to you!

ARE YOU BEING FAIR TO YOUR BABY?



MERRIM: MONKMEYER

**Every expectant or new mother and father should ponder
the lesson of this moving article by Jeanne De Good**

A FROWN uses more muscles than a smile. But often, a frown comes more easily to our faces than a smile.

We may not even know we're frowning, but children know.

I didn't realize I had a habit of frowning until my young son told me so. "Mommy," he said one night as I tucked him into bed, "why do you make mean things?"

Startled and mystified I asked, "What mean things, sweetheart?"

"When you're mad at me, you make mean things," he replied. Then, seeing I still did not understand, he pulled my head closer to his and put his hands on my forehead. Smoothing out my frown wrinkles, he explained in strange, wonderful words,

"Now, you look new." Pushing his hands together so the frown lines came back, he said, "Now, you look old."

I stared at my boy. It *had* been a trying day, crowded with work and interruptions and scoldings. I wondered how many "mean things" I had made that day; how many times I had looked old.

"I'll try not to make any 'mean things' tomorrow—I'll try to look new!" I said, giving him an extra kiss and an extra-big hug. He soon fell asleep.

Sleep wasn't so easy for me that night. I couldn't get "mean things" out of my mind. I kept hearing my son's voice. "Now, you look old. Now, you look new." I wondered why he had

chosen those words, but even more, I wondered whether I had been unfair to him.

Had I been fair to scold him and make a "mean thing" when he spilled the sugar on the kitchen floor or the time he tracked mud into the house?

Had I been fair to interrupt his play abruptly, urging him to hurry and dress, hurry and eat, hurry and pick up his toys?

I resolved not to make any "mean things" next day. I let him take his time while he was dressing. Watching, I saw how little and inexpert his fingers were and how eager and willing. We laughed together at the funny way they caught in the arm of his shirt.

For the first time in weeks

PLEASE TURN TO PAGE 31

Annoying baby behavior explained

Hungry all the time: A new baby's stomach holds only a few ounces—and he may not nurse strong enough or long enough to fill it. Also a mother may wrongly interpret a cry, a hunger cry.

► **We suggest:** allow your baby ample time to get all he wants. Assume that after a feeding, he won't be hungry for at least two hours and probably nearer three hours. If baby sleeps only for a few minutes and then wants more consider it a 2nd course of one feeding.

Everything into the mouth: The mouth is "baby's first great teacher." With it he gets his first taste of life: comforting food. Later "mouthing" teaches shape and texture. When teething, gnawing and chewing help soothe gums.

► **You'll feel safer:** if you clear baby's territory of all easy-to-swallow objects. His untested judgment can't tell the difference between a nipple and a button—his thumb or a hatpin! Pliable, washable toys, small enough to suck and chew (too large to swallow) will help to keep baby "mouth happy."

Fretful period every day: That daily cranky spell doctors usually blame on fatigue or slight indigestion. This seems reasonable as these crosspatch periods tend to come after meals or at day's end.

► **It may help:** to cuddle—rock—sing a lullaby. (Be sure the trouble's not an unburped bubble.) If your efforts don't quiet baby, best to grin and bear it. Know that though baby's unhappy, no lasting harm's being done. He'll soon outgrow these protracted fussy spells.

Spits up after feedings: Spilling after meals may come from an immature digestive system. The force of a burp may bring up milk. Overflowing may come when baby's full or gets bounced too much.

► **Less bother:** put a diaper over your shoulder when you burp baby—a diaper under his head to protect the crib sheet. Baby's food may "settle" better if you hold him quietly for a while after feeding. And remember: Extra ounces you force down are very apt to back up!

So many wet diapers: The 90 or so diapers a week are needed because the bladder is small and when full empties automatically. In the first year, nervous system has not yet gained control over elimination.

► **Take a tip:** use diaper service to save work! Waterproof pants and pads save extra washing of sheets and clothing. Frequent diaper changes protect baby's skin, but no need to disturb his sleep to put on dry pants. After the fourth month, there'll be fewer (but wetter) diapers.

Bed-time rumpus: Fussy bed-time for a sleepy baby is usually due to gastric pain, being lonesome, being over-tired, being excited which makes it hard to relax. Sometimes it's just a bid for attention.

► **A good idea:** help baby date the Sandman with a relaxing lullaby, gentle rocking or cuddling. Rushing babies to bed makes it harder for them to sleep. But if the rumpus persists, the best thing may be to shut the door (and your ears!) till sleep takes over—it will!

Gets the hiccoughs: Very common after meals in the early months. Cause: a spasm of the diaphragm muscle. As the baby's nervous system develops these bouts with hiccoughs come less frequently.

► **First aids:** hold baby up over your shoulder and gently stroke his back. Or put him on his tummy for awhile. A sip of water may cure between-meal hiccoughs. If these tricks fail, remind yourself that though the sound bothers you, hiccoughs won't hurt baby.

Shy of strangers: By 5 months a baby can distinguish between familiar faces and new ones. That's why strangers frighten him. Again at one year, affection for mother may make him wary of newcomers.

► **Avoid embarrassment:** warn seldom-seen visitors about baby's shy stage so they'll keep their distance. Till he outgrows this natural phase, don't leave him alone with new people. Forcing him to be "friendly" prolongs the fear. Give him ample time to make friends his way.

baby talk

FASHION SECTION

**Presenting lingerie
for a mother-to-be and
layette items for baby**

THE time of selecting baby's layette is a time you'll long remember. It's a whirl of tiny necessities created to make baby look adorable and feel comfortable. You have a selection of shirts to booties in soft pastels or bursting out with delicate prints.

Buying your maternity lingerie can be so exciting and fascinating that you'll class it with buying your bridal trousseau. Dainty lingerie—pretty and functional! Gone are the days of buying dowdy things 2, 3 or even 4 sizes bigger so they'll "fit" through pregnancy. The order of every day: lingerie with smooth lines, consistently even hems designed to retain that trim look so necessary to accommodate your figure changes.


For your hospital stay: exciting pieces of feminine fru-fru . . . comfortable to lie in and pretty for visiting hour dress-up. Remember: pack your hospital suitcase well in advance of your due-date to avoid last minute rush!

You'll be smart to take advantage of your hospital days by getting plenty of rest . . . baby care is fun but as you'll discover it's a full-time job.

Happy Shopping!

Alyauska Poff

Merchandising Editor



Rebed in "Love Buds"; a duster for home or hospital by *Dora Gottlieb*. White or pink no-iron plisse. Ribbon and flower tie, lace edged. SML. \$5.95. Matching gown, elasticized scoop neckline and puff sleeves lace trimmed. \$3.98. Baby's first sleeping quarters: *Hawkeye Baskenette*. Rolls easily from room to room. Loom-woven fiber. Easy-carrying handles. Legs fold against bottom for carrying. White body, pastel trim. About \$8. Lined with bed-of-roses nylon print liner by *Freitag*. White with pastel buds. Lace edged. 18" skirt. \$8.95.

Where to buy: See store listing on pages 26 and 27

INTIMATELY YOURS

Day and night lingerie for your maternity and hospital

wardrobe . . . feminine and wonderfully practical





B. Slip to fit all thru pregnancy. Lace and ribbon trim on surplice bust-line and hem. Front shadow-panel, elasticized back. White cotton plisse. 32-40. \$5. *Alida.*

C. Camisole flared-to-flatter. Gives outerwear a crisp stand-away look. Lovely under sheer jackets. White eyelet edged batiste. 32-38. Matching petticoat. S.M.L. about \$3 each. *Lady-In-Waiting.*

D. Street-length gown cut to be cool. Scooped neckline flounced with nylon. Flower bud print on light blue cotton plisse. Elasticized waist. S.M.L. \$6. *Lady Madeline.*

E. Shorty nightgown. Button-down front convenient for nursing. Action cut cross-over sleeves. Sprays of violets on blue or white nylon tricot. 32-38. \$8.95. *Carter.*

F. Bed jacket caped to be cozy, of luxurious double layer nylon chif-

fon tricot. Ruffled edges. Iridescent pink, blush or turquoise. S.M.L. \$10.95. *Carter.*

G. Garter belt styled for maternity. Fits comfortably below abdomen. White elastic. \$2. With sanitary belt attachment. \$2.50. Adjustable to fit all sizes. *Fancee-Free.*

H. Pajama girls note: Perky maternity pantaloons have elasticized pouch inset. Yoked top edged with lace. Garden print on white combed cotton plisse. S.M.L. \$5.98. *Lyndel.*

I. Panties with room for expansion. Mary Jane "Free Tum" fits over hips and under abdomen eliminating waistline strain. White acetate tricot. S.M.L. \$1.25. *Shannon.*

J. Panties created for comfort. Materna Pants have extra length in front to allow waistband to rest at normal waist position. 4-7. White acetate. \$1.50. *Kickernick.*

What you need during your pregnancy

(Check items you'll have to buy)

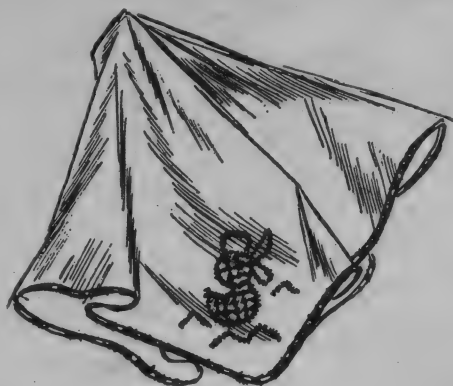
- ☐ Full-slip
- ☐ Half-slip
- ☐ Camisole Top
- ☐ Panties
- ☐ Gown
- ☐ Pajamas
- ☐ Maternity Bra
- ☐ Garter Belt
- ☐ Girdle
- ☐ Maternity Toiletries

What you will need for your hospital stay

(Check items you'll have to buy)

- ☐ Shorty Gowns
- ☐ Robe
- ☐ Bed Jacket
- ☐ Slippers
- ☐ Nursing Bra
(if you plan to breast-feed)
- ☐ Sanitary Belt
- ☐ Stationery
- ☐ Toiletries

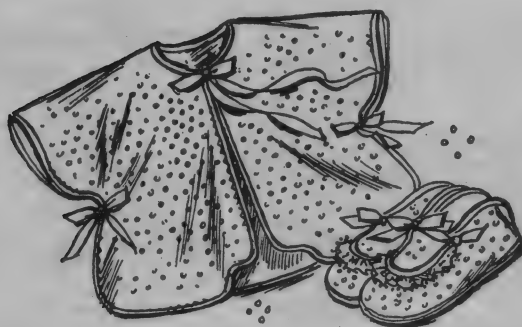
Where to buy: See store listing on pages 26 and 27. Prices are approximate.



The all-purpose receiving blanket . . . makes a handy baby-wrap for countless baby-care uses. Shown: a charming version in downy-soft white flannelette with crisp pink and white or blue and white check trim and duck applique. 36" x 36" square. \$1.50. *Thomas Textile.*



A bunting . . . keeps baby toasty warm from head-to-toe when out-of-doors. Shown: quilted all-nylon "Robe-N-Hood" with a happy-little-bluebird print on pastel or white ground. Solid nylon lining, covered zipper, adjustable snap-on cape that stays put. \$10.95. *Tidykins.*



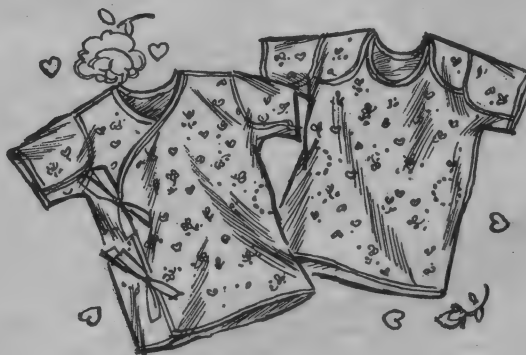
A sacque and bootee set . . . intended to "dress-up" the simplest outfit. Shown: bow-tie model of sheer nylon dotted swiss; white, maize or mint. Sacque ties at neck and on sides. Shoes ribbon-tie in front and are delicately lace edged. 0-1. \$2.98. "Gertrudes" by *Crawford Shoe Co.*

PRETTY AND PRACTICAL

WHAT will you choose for your baby's layette? "Something pretty, something practical," say the editors of *BABY TALK*. Items that will take the routine feeling out of baby care and make it more fun to take care of your real-live-baby-doll. Whether you're gift-giving, gift-getting or selecting your own



A sweater set . . . to shoo drafts away from head, shoulders and toes. Shown: a three-piece-set for a tiny sweater girl. Of ruffled lace-like knit with a hand-made look. Trimmed with ribbon, beads, embroidery. White or pastels. 85% wool, 15% rayon. \$4.98 set. *Knitown.*



A baby shirt . . . useful in summer as it helps absorb perspiration. Shown: basic cotton knit shirt with an outerwear look—it's sprinkled with tiny hearts and rosebuds. Nevabind sleeves, Diapenda tapes. Tie-side shirt, 95¢; Jiffon shirt, 85¢. 6-12 months size. *Carter.*

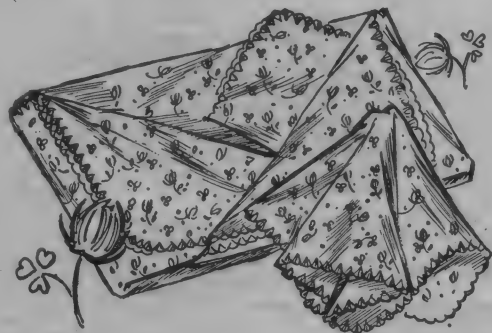
LAYETTE ITEMS

essential layette items, choose those with eye appeal—but are still easy to care for and really useful, too. Each of the items we have featured gives a baby a “cuddle-me-please” look and are sure to make a hit with every new mommy and daddy. A word to the wise—buy your baby's layette leisurely and early!



A baby gown . . . designed to keep baby covered through the night. Bottom and sleeves tie closed. Shown: gown with drawstring hood, especially helpful after a bath. \$1.70.

Long sleeved sweater-sacque gives added warmth. \$1.50. Pink, blue, maize, orchid print on white cotton knit. *Neslings.*



A towel set . . . that's sized for baby is essential for bath-time. Shown: 28" x 40" bath towel and 2 washcloths in a precious print of blue or pink clovers on a field of white cotton knit. So soft, so absorbent. Shell-edged.

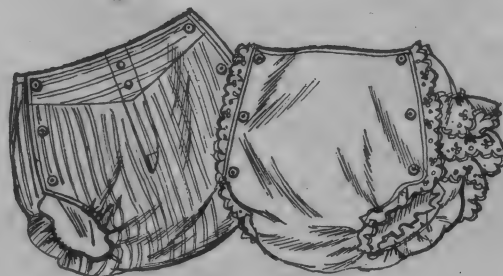
\$2.50 set. *Vanta.*



A kimono or wrapper . . . ideal for daytime wear. Allows baby to kick freely, makes diaper changing easy. Shown: kimono of shrink-resistant cotton knit with a sweet rosebud print. Pink, blue or yellow buds on white. With tie-closing, \$1.19. Gripper closing, \$1.29. *E-Z Mills.*



A topper set . . . combines waterproof diaper cover with a topper that's short-as-a-shirt so it can't get wet. Shown: cotton knit rosebud topper set. Gripper front top; plasticized, bloomer style pant with partly elasticized legs. \$1.98. Speedon by *E-Cut.*



Waterproof pants . . . a must for protecting your clothes and baby's. Shown: striped nylon pants just-like-daddy's, complete with fake-fly front. For girl babies, solid nylon pants with fru-fru ruffled-rear, eyelet trimmed. Both plasticized. SMLxL. \$1.98 each. *Cutie-Panti.*

Where to buy: See store listing on pages 26 and 27. Prices are approximate.

Mother Knows Best!



and 1 1/4 million mothers can't be wrong about

BABEE-TENDA*

CARE!

Yes, best by test! 1,250,000 mothers who insist upon the best for their babies have chosen the Babee-Tenda. Enjoy their peace of mind—trust your precious one to Babee-Tenda. Positively tumble-proof, yes—but much more. Playground area keeps baby happily occupied—gives mother wonderful freedom. Adjustable snug swing seat aids posture. Safe, push-button legs raise for easy feeding. Fits any room; folds for travel; used to school age and for home utility. Babee-Tenda, first in its field, pays for itself in extra features and years of service. Give your baby the best. Insist upon the original, genuine Babee-Tenda.



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Address.....
City.....County.....State.....

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WHERE YOU CAN BUY

Pretty and Practical Layette Items and Maternity Lingerie

Below we list, alphabetically by cities, stores where illustrated layette items and maternity lingerie are available. Look for key numbers (for layette items) or key letters (for maternity lingerie). If a store in your city is not listed, write Merchandising Dept., BABY TALK, 149 Madison Avenue, New York 16, N.Y.

LAYETTE ITEMS

- | | | | |
|--|--|--|---|
| Albany, Ga.—
The Children Shop—
(4-5-7) | Conway, South Carolina
Solomon Brothers—
(12) | Kelso, Washington—
Mottman's Dept. Store—
(12) | Passaic, New Jersey—
Nadler's Dept. Store—
(2-3-5-7-12) |
| Albuquerque, N. M.—
Peoples Juvenile Shops—
(1-3-4-5-6-11) | Corpus Christi, Texas—
Fedway—(12) | Kendallville, Indiana—
The Fashion Shop—
(3-9) | Philadelphia, Pa.—
Annettes Children Shop—
(12) |
| Anson, Texas—
Heidenheimer's—
(12) | Corvallis, Oregon—
Jackson's Specialty Shop—
(4-7-12) | Kilgore, Texas—
Suzille Shop—(7) | Edison Childrens Dept. Store—
(7-12) |
| Athens, Ga.—
Davison-Paxon—
(2-4-7-12) | Council Bluffs, Iowa—
The John Beno Co.—
(12) | Lima, Ohio—
Blattner's—(1-2-5) | Gabler's Kiddie Shop—
(3-5-7-11-12) |
| Atlanta, Ga.—
Davison-Paxon—
(2-4-7-12) | Crescent, City, Calif.—
Jean's Baby Shop—
(1-2-8) | Little Rock, Arkansas—
Gus Blass Co.—
(1-6-7-12) | Jack & Jill Corner—
(7) |
| Atlantic, Iowa—
The Deco—
(1-6-8-9-11-12) | Cumberland, Md.—
Jack 'N Jill—
(3-10) | Long Beach, Calif.—
Chamber's Baby & Toy Shop—
(12) | Strawbridge & Clothier—(1-7) |
| Augusta, Ga.—
Davison-Paxon—
(2-4-7-12) | Dallas, Texas—
A. Harris & Co.—
(2) | Los Angeles, Calif.—
Bullock's—(7-12) | Phoenix, Arizona—
Gabays Children Shop—
(12) |
| Bakersfield, Calif.—
Drasin's Little Folks Shop—
(1-6-10-12) | Darby, Pa.—
Boy-Ton Children's Shop—
(12) | Kiddytown—(12) | Korrieks Inc.—(12) |
| Bayonne, New Jersey—
Bayonne Go Cart Co.—
(1) | Dayton, Ohio—
Rike-Kumler Co.—
(1) | Newman's Children Shop—(12) | Maril's—(11-12) |
| Bellefonte, Pa.—
Peacock Kiddies' Shop—
(1-3-4-6-9) | Daytona Beach, Fla.—
Tees Maternity Shop—
(11) | Louisville, Ky.—
Stewart Dry Goods Co.—
(2-4-7-11) | The Motherhood Shoppe—(3-4-11) |
| Bessemer, Alabama—
Pizitz Bessemer Store—
(12) | Dubuque, Iowa—
Roshak Brothers Co.—
(12) | Lynchburg, Va.—
Snyder & Berman Inc.—
(1-4-8) | Portsmouth, Ohio—
Bragdon's Dept. Store—
(12) |
| Beverly, Mass.—
Davidson's—
(12) | Emporia, Kansas—
Cannon's Young Fashions Inc.—
(7) | Macon, Ga.—
Davison-Paxon—
(2-4-7-12) | Marting's—(12) |
| Boone, Iowa—
Dolly Shop—
(1-3-6-7) | Evansville, Ind.—
Tintytown—
(3-6-7-9) | Madera, Calif.—
Young Set—(12) | Portsmouth, Va.—
Sears Betty & Bob—
(1-3-4-5-7-11-12) |
| Boston, Mass.—
Gilchrist Co.—
(1) | Fargo, North Dakota—
The Stork Shop—
(1-9) | Mankato, Minn.—
L. Sael & Son—
(9-10-12) | Redding, Calif.—
Child's Shop—
(1-12) |
| Brooklyn, New York—
Abraham & Straus—
(4-5-7) | Frankfort, Indiana—
Jack and Jill Shoppe—
(1-12) | Marshall, Mo.—
Missouri Valley Stores—
(12) | Richmond, Va.—
Thealmers—(1) |
| Burlington, Iowa—
Lauth's Kiddie Korner—
(1-12) | Fresh Meadows, N. Y.—
Bloomington Bros.—
(7) | Miami, Fla.—
Byrnes Dept. Store—
(9-12) | Riverside, Calif.—
Cree's Merry Go Round—
(1-2-7-9) |
| Caldwell, Idaho—
Golden Rule—
(1-5-10) | Fort Worth, Texas—
Stripling's—
(4-7-11-12) | Milwaukee, Wisconsin—
Boston Store—
(7-12) | Rochester, New York—
McCurdy & Co.—
(1-5-7) |
| Carroll, Iowa—
Ellerbroek's—
(6-9-11) | Garden City, New York—
Abraham & Straus—
(4-5-7) | Minot, North Dakota—
Boles Juniors—(3-7) | Salem, Indiana—
Batt's Federated Store—
(12) |
| Carrollton, Ga.—
Carroll's—
(12) | Glen Burnie, Maryland—
Robinson's of Glen Burnie—
(12) | Mishawaka, Ind.—
Menaugh's—(2-6-9) | San Diego, Calif.—
Jordan Marsh—(12) |
| Center Moriches, New York—
Murray's—
(12) | Gloucester, Mass.—
Wm. G. Brown Co.—
(2-3-5-7) | Monmouth, Illinois—
Glendora Shop—
(4-7-12) | Whitney's—
(1-5-8-10-12) |
| Champaign, Illinois—
Jack 'N Jill—
(6-7-12) | Greensboro, N. C.—
Meyer's—(12) | Morristown, New Jersey—
Lobel's Youth Center—
(1-4-5-7-12) | Sapulpa, Oklahoma—
The Paris Co.—
(12) |
| Cheyenne, Wyoming—
Kassiss Department Store—
(12) | Harlingen, Texas—
Robby & Lyn, Jr. Shop—
(7) | Moscow, Idaho—
David's—(1-7-12) | Scranton, Pa.—
The Heinz Store—
(12) |
| Chicago Heights, Illinois—
The Bau Store—
(12) | Harrisburg, Pa.—
Fellers Inc.—
(7) | Mount Pleasant, Iowa—
Hoslin's—(12) | Weinstock Lubin & Co.—
(4-7-11) |
| Chicago, Illinois—
Carson Pirie Scott & Co.—
(4) | Hempstead, New York—
Abraham & Straus—
(4-5-7) | Napoleon, Ohio—
Craban's—(12) | Salt Lake City, Utah—
The Paris Co.—(12) |
| Cincinnati, Ohio—
John Shillito Co.—
(1 thru 12) | Hobart, Oklahoma—
The Dixie Store—
(12) | Newark, New Jersey—
Bambargers—
(4-5-6-7-11) | Schenectady, New York—
The Carl Co.—
(1-8-11) |
| Cleveland, Ohio—
The Higbee Co.—
(1-2-4-6-7) | Houston, Texas—
Foleys—(1-2) | Novelty Kiddie Shop—
(10) | Shenandoah, Iowa—
Browns Specialty Shop—
(12) |
| The May Co.—
(1-2-4-7-11) | Iola, Kansas—
Edmiston's—(12) | New Haven, Conn.—
Hamilton & Co.—
(4-7) | Shreveport, La.—
Heller's Bib 'N Tucker—
(3-4-6-10-11-12) |
| Clinnton, Iowa—
Kline's Dept. Store—
(1-8) | Jersey City, New Jersey—
Tots 'N Kids—(3-8) | Newnan, Ga.—
The Virginia Shop—
(5-8-10-11-12) | Springfield, Illinois—
Myers Bros.—(7) |
| Columbus, Ga.—
Davison-Paxon—
(2-4-7-12) | Johnstown, Pa.—
Closser Bros. Dept. Store—
(1-3-5-7-8-9-11-12) | New Rochelle, New York—
Bloomington Bros.—
(7) | Springfield, Ohio—
Baach's Youth Center—
(12) |
| Columbus, Ohio—
Cradle Nook—(12) | Kalamazoo, Michigan—
Mahoney's—(12) | New York, New York—
Bloomington Bros.—
(7) | Stamford, Conn.—
Bloomington Bros.—
(7) |
| F. & R. Lazarus & Co.—(7) | Kansas City, Mo.—
Macy's—(1-7-9-12) | Olney, Illinois—
Gimel Bros.—
(7-12) | Stockton, Calif.—
Katten & Marengo Inc.—
(5-6-7) |
| | | Oelwein, Iowa—
The Children's Own Store—
(1-3-5-8-11-12) | St. Louis, Mo.—
Bernie's—(1-5-8-9-12) |
| | | Oklahoma City, Okla.—
Halliburton's—
(5-7-9-12) | Bradshaw's—
(8-9-10) |
| | | Olympia, Washington—
Tot & Teen Shop—
(9-10-12) | Stix, Baer & Fuller Co.—(4) |
| | | Owensboro, Kentucky—
Bernard's—(12) | St. Joseph, Mo.—
Townsend & Wall Co.—
(12) |
| | | Park Ridge, Illinois—
Park Ridge Children's Shop—(4-9) | Sumerville, Mass.—
The Kiddie Shoppe—
(12) |
| | | Pasadena, Calif.—
Hertel & Barnett Co.—
(5) | Summit, New Jersey—
Cinderella Shop Inc.—
(7-12) |
| | | | Sumter, South Carolina—
Ness' Juvenile Shop—
(7-12) |

CONTINUED

(Helpful information for next to nothing. See pages 41 and 42)

**Costs
So
Little
It's
Baby
Talk**



For over
25 years
Spencer's
has made
only baby
undies.
Sleeveless
shirt,
sizes 1-8,
about 20c.
Panty has
3-thick
crotch,
about 29c.

Gripper
Gown of
light
weight,
soft-spun
cotton,
about 69c.
Cellophane
packed,
yet costs
so little
it's Baby
Talk!



WHERE TO BUY SPENCER'S

F. W. Woolworth Co.	W. W. Mac Co.	Eagle Stores
S. S. Kresge Co.	Neisner Brothers	Ehrd's
W. T. Grant Co.	C. M. S. Stores	Gorin's
H. L. Green Co.	Kobacker Stores	Coronet Stores
S. H. Kress Co.	Rose's 5-10-25 Stores	A. L. Duckwall Stores
M. H. Fishman Co.	V. J. Elmore Co.	Sprouse-Reitz
McLellan Stores	Balk Stores	T. G. V. Stores
J. J. Newberry Co.	Perry Bros.	Rayless Stores
G. C. Murphy Co.	Morgan & Lindsey	Mack's 5 & 10 Stores
McCrory Stores	M. H. Lamston Co.	G. F. Wacker Stores
Charles Stores	Emery Stores	Hested Stores
S. E. Nichols Co.		And many others

MOUNT AIRY KNITTING CO.
Mount Airy • North Carolina

WHERE YOU CAN BUY Cont'd.

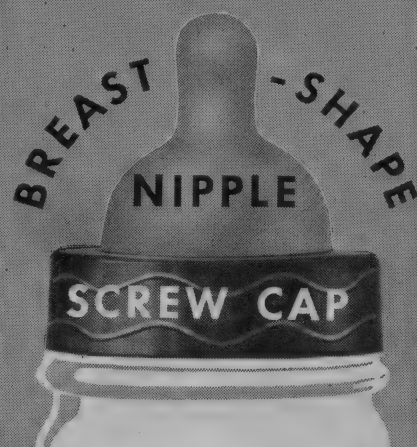
Syracuse, New York— E. W. Edward & Son (4-7)	Ventura, Calif.— Tog'n Jean— (11-12)
Texarkana, Arkansas— Ben F. Smith Dry Goods—(1-7)	Warrensburg, Mo.— Connor-Wagoner, Inc. (12)
Thomaston, Ga.— Claire's Kiddie Shop (6-12)	Warrenton, Va.— Lerner Bros. Inc.— (2)
Topeka, Kansas— The Palace—(12)	Watertown, Wis.— Herro's Tot & Teen— (7)
Toronto, Ohio— Vickers Flowers and Children's Wear— (12)	Webster City, Iowa— Ostlund's Jack & Jill Shop—(7)
Tucson, Arizona— Albert Steinfeld & Co. (1-11-12)	Wenatchee, Washington Junior Shop— (8-12)
Tulare, Calif.— Leggetts Dept. Store (7)	Whittier, Calif.— Newman's Children Shop—(12)
Tulsa, Oklahoma— Pratt to Primer— (1-4-5-7)	Wichita, Kansas— Hinkel's—(1-7-12)
Tupelo, Miss.— Tots Toggery—(12)	Wilmington, Delaware Maternity Mart— (1-2-3-4-5-6-7)
Two Rivers, Wisconsin— The Economy Store— (8)	Winter Haven, Fla.— Mary's Juvenile Shop (11)
Union City, New Jersey Bee Hive Shoppe— (3-7)	Woonsocket, R. I.— McCarthy's—(12)
Van Nuys, Calif.— Tots to Ten—(1-7)	Yakima, Washington— The Baby Shop— (1-7-9-12)

MATERNITY LINGERIE

Akron, Ohio— Maternity Togs of Ohio—(A-H)	Lexington, Kentucky— The Stewart Dry Goods Co.—(A)
Albany, Georgia— The Children Shop— (C-E-F)	Louisville, Kentucky— The Stewart Dry Goods Co.—(A)
Atlantic, Iowa— The Deere "Little Shop"—(G)	Manhasset, New York— Lane Bryant—(B)
Baltimore, Md.— Lane Bryant—(B)	Miami, Fla.— Lane Bryant—(B)
Beverly Hills, Calif.— Lane Bryant—(B)	Miami Beach, Fla.— Lane Bryant—(B)
Boston, Mass.— Stork Time Maternity Shop—(A-C-G)	Milwaukee, Wis.— Lane Bryant—(B)
Bronx, New York— Alexander's—(B)	Minneapolis, Minn.— Lane Bryant—(B)
Brooklyn, New York— Abraham & Straus— (C-G)	Newark, New Jersey— Bambergers— (A-B-C)
Buffalo, New York— My Maternity Shop, Inc.—(H)	New Rochelle, New York Bloomingdale Bros.— (C-G)
Canton, Ohio— Maternity Togs of Ohio—(A-H)	New York, N. Y.— Bloomingdale Bros.— (C-G)
Carroll, Iowa— Ellerbrook's—(C)	Niagara Falls, New York My Maternity Shop, Inc.—(H)
Chicago, Illinois— Lane Bryant—(B)	Norfolk, Virginia— Rice's Fashion Corner (A)
Chico, Calif.— Betty Lane Shops— (I)	Oak Park, Illinois— Lane Bryant—(B)
Cincinnati, Ohio— John Shillito Co.— (C)	Oklahoma City, Okla.— Halliburtons—(E-F)
Cleveland, Ohio— Lane Bryant—(B)	Peoria, Illinois— Tyrrell's Tiny Tot—(A)
Wm. Taylor Son & Co.—(C)	Philadelphia, Pa.— Dorebel's— (C-D-G-H-I)
Columbus, Ohio— Cradle Nook—(G)	Phoenix, Arizona— The Motherhood Shoppes—(H-I-J)
Coral Gables, Fla.— My Maternity Shop, Inc.—(H)	Pittsburgh, Pa.— Lane Bryant—(B)
Dallas, Texas— A. Harris & Co.— (J)	Portland, Maine— Porteous Mitchell & Braun—(G-J)
Dayton, Ohio— Rike-Kumler—(G)	Quincy, Mass.— Maternity Shop of Boston—(A-C-G)
Daytona Beach, Fla.— Tees Maternity Shop (H)	Rochester, New York— My Maternity Shop, Inc.—(H)
Detroit, Michigan— Lane Bryant—(B)	Salem, Mass.— Maternity Shop of Boston—(A-C-G)
Peggy Nester's— (C-G)	San Antonio, Texas— Siegel's—(A)
Elmira, New York— My Maternity Shop, Inc.—(H)	Scranton, Pa.— My Maternity Shop, Inc.—(H)
Fargo, North Dakota— The Story Shop, Inc. (G-J)	Shreveport, La.— Heller's Bib'n Tucker (D-H-I-J)
Framingham, Mass.— Maternity Shop of Boston—(A-C-G)	Stamford, Conn.— Bloomingdale Bros.— (C-G)
Frankfort, Indiana— Jack and Jill Shoppe (J)	St. Louis, Mo.— Lane Bryant—(B)
Fresh Meadows, N. Y.— Bloomingdale Bros.— (C-G)	Stix Baer & Fuller— (G)
Garden City, New York Abraham & Straus— (C-G)	Sumter, South Carolina Ness Juvenile Shop— (C-F)
Hempstead, New York— Abraham & Straus— (C-G)	Syracuse, New York— Flah's—(B-C-G)
Houston, Texas— Foley's—(A-C-H-J)	Texarkana, Arkansas— Ben F. Smith Dry Goods—(G)
Indianapolis, Ind.— The Wm. H. Block Co.—(G-J)	Texas City, Texas— Lerners Dept. Store (E)
Jamestown, New York— My Maternity Shop, Inc.—(H)	Trenton, New Jersey— Lane Bryant—(B)
Kendallville, Indiana— The Fashion Shop— (E-G)	Tulsa, Oklahoma— The Pratt to Primer Shop—(B-F)
Kilgore, Texas— Suzilee Shop—(J)	Wheeling, W. Virginia— My Maternity Shop, Inc.—(H)
	White Plains, New York Alexander's—(B)
	Wilmington, Delaware— Maternity Mart— (A-B-C-D-G-H-I-J)

Naturally Best for Baby!

**HYGEIA
NURSER**



Positive Flow Control by
adjusting screw cap. Air vent
channels can't clog; no pin-
holes to clean.

**Larger, Breast-Shaped
Nipple**—baby's lips never
touch unsterile cap. Promotes
proper mouth development—
lips NEVER press against
hard plastic ring.

**Easy to Push Nipple
Through Ring** to feeding po-
sition without contaminating
nipple with fingers. Shorter
nipple tip aids digestion, helps
prevent gagging.

Easiest to Keep Sanitary:
no corners to collect dried
formula—nipple turns inside
out for scrubbing. Widest
mouth—easiest to clean and
fill bottle.

Modern Tapered Design—
broader bottle base means
fewer tip-overs.

Red Measurement Scale—
easier to read.

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Your druggist has Hygeia Nursers
or can get them for you!

A Product of BALL BROTHERS CO.

"You sure get a head start with Q-Tips®"



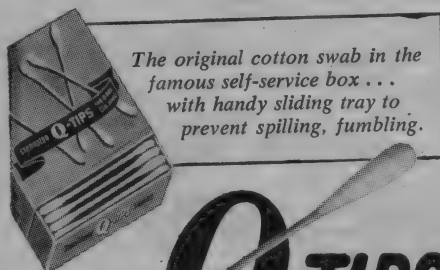
Is that little "loudspeaker" in your nursery getting all the swab safety it is possible to get? There's one way to make sure beyond a shadow of a doubt. Buy 'Q-Tips', rely on 'Q-Tips' and nothing but.

**More doctors and mothers
have used 'Q-Tips'**

**... more babies have been
cared for by 'Q-Tips'**

**... than all other cotton
swabs combined!**

- sterilized by the best hospital method
- swabs can't loosen or leave lint
- "silkenized" super-refined cotton
- trusted over a quarter of a century



Q-TIPS

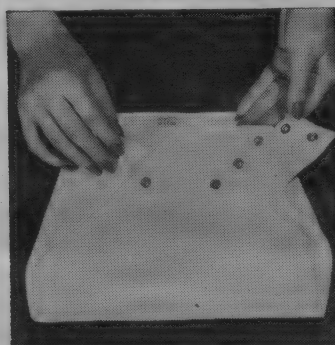
Also available in Canada
Q-TIPS®... Made by Q-Tips Inc., Long Island City, N. Y.
Toronto, Canada • Paris, France



Wise buys in baby clothes, equipment, accessories. Look for them in your favorite store. Or write directly to the manufacturer—give the Shop Talk number, mention that you saw it in the July 1954, Baby Talk. Prices current as we go to press.



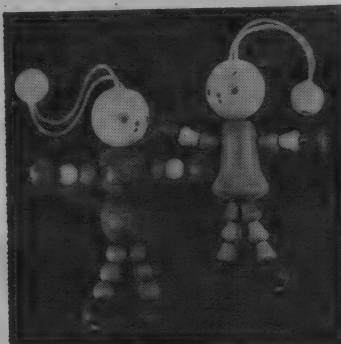
1. Take this stroller wherever you and baby go. When not in use, Columbia Tuk-A-Way Stroller folds up to about 3 inches flat, carry it like a brief case, stow it in the car trunk, or under seat of bus or train. For baby's safety, the stroller has a two-wheel brake. For your added convenience, it features a removable, washable duck upholstery. \$16.95. *The Westfield Mfg. Co., Cycle Street, Westfield, Mass.*



2. Snap-on diapers go on and off in seconds... they need no folding or pinning. Keystone Diapers "grow," too... adjustable waist snaps allow diaper to fit any size baby. Highly absorbent gauze or birdseye. *Keystone Mills, Athens, Georgia.*



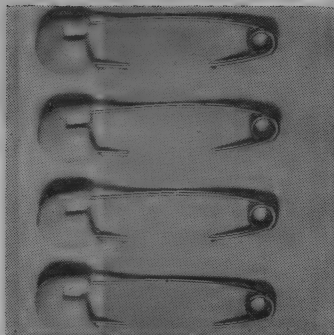
3. Make meals fun for baby... give baby a go at self-feeding without fussing and fuming about after-meal scrub-a-dubbing. Slip Kantwet Eat Neat apron over the highchair and baby at the same time, then tie the safety ties to the chair. Kantwet Eat Neat prevents baby from standing up, protects baby's clothes and your clothes. Of waterproof vinyl-coated fabric. Multi-colored juvenile design. High-chair size: \$1.98. Larger, low table size: \$2.98. *Rose-Derry Co., Newton, Massachusetts.*



4. Wooden bead dolls provide endless hours of fun for toddlers. With a push or a pull, Tom and Belle Tinker bend and bow. Or hang them on the crib or carriage where a tiny baby can watch them swing 'n sway. Unbreakable and finished in waterproof pastel colors. Both are 7" long. \$1 each. *The Toy Tinkers, Division of A. G. Spalding, Evanston, Illinois.*

(Helpful information for next to nothing. See pages 41 and 42)

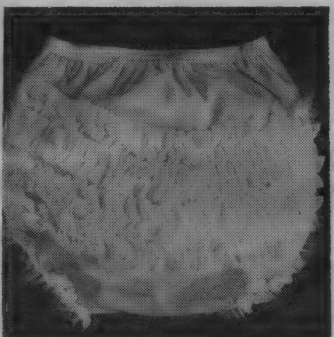
BABY TALK



5. **Safety pins** that . . . stay closed, are rustproof, won't tarnish and look pretty! Protect-O-Pins have a special lock that can't spring or be pulled open accidentally. They are made of stainless steel and the plastic safety head comes in blue, pink and yellow. 4 for 25¢. Reliance Products Sales Corp., 335 Barton St., Pawtucket, R. I.



6. **Safety pad** is a handy campsite for a tiny baby while visiting . . . at the doctor's . . . while you're changing and dressing baby on bed or sofa. Inflate Safe-T-Pad by blowing through tube, remove tube and valve automatically is sealed. To deflate: Place tube in valves and force air out by pressing on pad. Carry it in your handbag. Washable. \$1.98. McMonagle Products Co., 143 Crescent Drive, Woodside, Calif.



7. **Diaper covers** are basics for baby's wardrobe. And these ruffled ones are cunning. Canties wash in a wink, dry quickly and need no ironing. Made of 100% nylon syntillon, they stay as soft, flexible and pretty as new through many tubings. Acid and alkali resistant. White and pastels. SMLxL. About \$2.00. Style Undies Inc., 64 West 36th Street, New York 18, N. Y.



8. **Baby's car seat** is packed with convenience. Store bottles, food, diapers, bib in side-opening case for use along the way . . . un-snap case from back rest and carry it into the house, on to the beach . . . case is usable long after baby outgrows chair. Safety bar and strap. Chair is of padded leatherette . . . washable . . . in red, green, blue plaid. \$6.95. Kraft Bros., Inc., 1299 Jerome Ave., New York 52, N. Y.



9. **A crib belt** anchors baby safely in crib and carriage. Your mind's at ease when baby's napping outside in the carriage . . . or sleeping in an adult bed on short trips or visits. Baby can roll and turn . . . but no tumbling out in a Rest Easy Crib Belt. Reddy Safety-Lox pins hold crib belt in place. \$1.25. Earl & Arlington, 770 Mission St., San Francisco 3, Calif.

Get The Best — Ask For Evenflo!



Grand
to Give . .
Great
to Get

34-Pc.
Evenflo
COLORGRAD
LAYETTE
FEEDING SET
\$2.65

Bottles
with
red ounce
marks

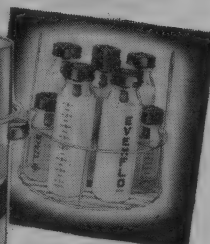
The Nicest Baby Gifts Are Labeled EVENFLO

Evenflo Slip Covers

of pastel foam rubber. Keep milk warm, help prevent bottle breakage. Two for \$1.00.



Evenflo Electric
Bottle Warmer and
Vaporizer \$2.50
Warmer only, \$1.99



8-bottle capacity

All-Purpose Aluminum Sterilizer
with Rack — \$4.99

Evenflo Summer Special!

FREE qt. size formula pitcher (79¢ value) with purchase of \$4.99 sterilizer plus \$3 Layette Package below. (Deal 151)



Evenflo® LAYETTE SETS

America's Most
Popular Nurseries

Feeding essentials for
baby's first year

Contain 40 pieces:
6 8-oz. Nurseries
2 4-oz. Nurseries
(Complete with 8
nipples, 8 caps,
and 8 discs)
3 extra nipples
2 extra caps
2 extra discs
1 Pkg. Brushless
Bottle Cleanser

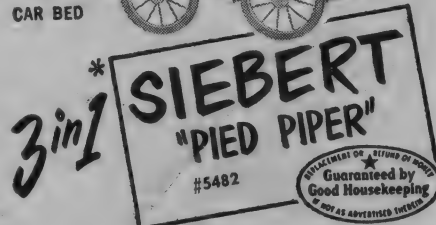


No. 411 \$3.00
with bottles of Pyrex \$4.20

See these and other Evenflo gifts at your favorite
store. Sold at baby counters everywhere.

THE PYRAMID RUBBER CO., RAVENNA, O.

The "Pied Piper" leads the parade



This brand new Siebert-designed carriage is the perfect product for Baby's comfort! 3-position posture back... full padded rail with bound edges... foot extension with front boot! Bounce-absorbent Duchess springs... cushioned seat well... 4-bow windproof, waterproof hood with visor — *everything* for Baby's comfort has been built into this new 1954 Siebert "PIED PIPER" model! *Removable body and hood for use as bassinet or car crib... 3-position pusher bar... double-action two-wheeled brakes — *everything* for Mother's convenience and satisfaction! Choice of four beautiful color combinations, too!



This heavy-duty portable Stroller-Walker is so lightweight and compact that Mother can slip it over her shoulder! Nothing like it for traveling — it's fully collapsible and packs away in a small space, yet unfolds at an instant's notice.



- Traveling... Siebert Convertible carries baby comfortably and safely.
- Visiting... Siebert Convertible provides the extra bed in the city apartment... the crib at the country house... or a play pen while visiting.
- Vacationing... Siebert Convertible is easily transformed from a hammock to a play seat or vice versa... from an auto seat in the car to a padded chair at home.

Write Dept. BT-7 for free copy of illustrated catalog —

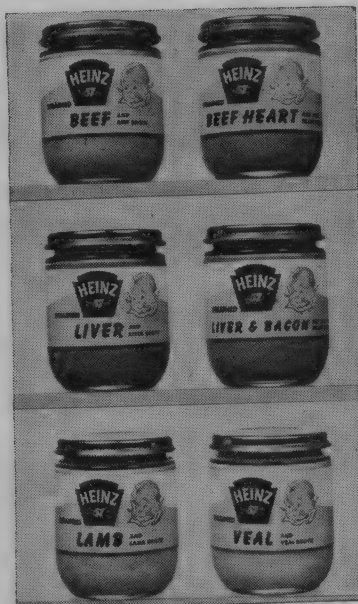
"SIEBERT GIVES YOU MORE IN '54"

O.W. **SIEBERT**
GARDNER, MASS. 1898 1954



10. **Plastic nursing bottle** is unbreakable... no harm done if baby drops a Perma Nurser! Chances are, though, baby won't drop it since it's so easy and light to hold. Perma Nurers keep the formula warm, too, (plastic acts as a natural insulator). They're safe — can be sterilized, even heated in an electric bottle warmer. Easily washed (all-around shape—no angles to get at!). Bottle alone (can be fitted with any standard nipple, cap disc), 39¢ at drug stores. Bottle, nipple, cover, 59¢. Perma Nurser Co., 29 West 36th Street, New York, N. Y.

It's News!



Baby food: H. J. Heinz Company now offers strained meats for baby in glass jars—easy to open and a safe way to refrigerate leftovers. This new method of packaging meats is mighty convenient, also, to mothers who like to feed their babies directly from baby-food jars. The six varieties offered are all fine sources of animal protein which, as you know, has become one of the staples in baby-diets—some doctors begin meats after a very few weeks. Choose from: Beef, Liver and Bacon, Lamb, Veal, Liver, Beef Heart.

Mothers! Now your baby can have Beautiful CURLS

Not a Home Permanent!
No Curlers... No Winding

Don't let your baby look like this



When she CAN look like this



Easy as Brushing Your Baby's Hair!

For over 35 years, mothers have relied on Nestle Baby Hair Treatment to help give their babies beautiful curls. This safe, gentle lotion also makes babies' hair look thicker... helps keep scalp and hair clean and healthy. Why not get a bottle today! At drug, dept. stores, baby and beauty shops \$1.00.



Nestle BABY HAIR TREATMENT
Used by Mothers for over 35 years

The WHITEST WHITE for his white shoes!



GRIFFIN ALLWITE

America's favorite
White Shoe Cleaner

Yes, it's America's Favorite White Shoe Cleaner . . . best for whitening those tiny shoes . . . best for Mother's white shoes, best for Dad's, too! So easy to apply, and such a beautiful clear white. Griffin Allwite actually doubles in whiteness as it dries . . . never looks painted or artificial. It's safe too. Contains no toxic ingredients. Griffin Allwite actually makes shoes look whiter than new. Ask for it.

Safe
FOR BABY'S
SHOES
Safe
FOR BABY'S
HEALTH



GRIFFIN ALLWITE

ARE YOU BEING FAIR TO YOUR BABY?

(Continued from page 19)

when my son asked me to play with him, I interrupted my work. And I liked it. He liked it too. We built a castle in the sand. We smiled at each other.

When lunch was ready I waited for him to finish the house he was building before I called him. As he ran smiling to the table, I remembered lunch-time the day before, the house he had so wanted to finish, his tears, and the "mean thing" I had made.

It was hard to control the muscles in my forehead when my son spilled his glass of milk. It wasn't easy to mop up the spill without showing my annoyance. But I was rewarded by the look on his face and his mumbled words, "I sorry, Mommy." I smiled at him and, sure enough, I felt "new."

I felt new all that day. I didn't make any "mean things" and I did start making friends with my son. I discovered how anxious he was to be friends; how eager to please me. Often when he tried to hurry, his small hands would fail him. They would spill his milk, knock over an ash tray, or tear a button from his shirt. But he wanted to please me. I had told him to hurry and he was trying. I understood and I smiled. He smiled back at me.

When my husband came home at the end of the day, he was surprised to find that I wasn't tired and our son wasn't cross and weepy. We were a happier, more contented family that night.

I felt new and I liked the feeling. It won't always be easy to smile instead of making "mean things," but I'm going to try because I want to go on feeling new.

EDITOR'S NOTE: Joy in mothering can so easily be blurred by busyness and routine. Tensions, remember, are as contagious as measles or chicken pox. Remember, too, that watching mother's face and learning how she feels begins early.

the new, safe Hankscraft way to sterilize baby's bottles

A recent survey of 575 hospitals made by a leading baby publication showed that the majority employ the *terminal method* of sterilizing because it is safer, easier, faster, more efficient.



HANKSCRAFT Terminal STERILIZER and Formula set

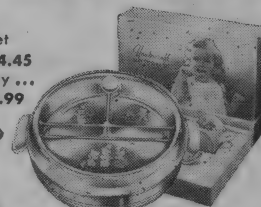
The easy, safe method to scientifically sterilize 8 bottles. Recommended for regular sterilization or the terminal method . . . bottles, nipples, caps and formula in one operation! Shuts off automatically. Set includes everything needed to prepare baby's formula.

Model 201 . . . \$12.95
Model 200 (Sterilizer only) \$10.95



Hankscraft BABY HELPS

Plastic Feeding Set
Model 1451 - \$4.45
Food Warmer only . . .
Model 1450 - \$2.99



Automatic, Electric Bottle
Warmer and Vaporizer
Model 1013-C - \$2.50

Be sure to see the complete Hankscraft line at baby shops, drug, department, and appliance stores.

HANKSCRAFT COMPANY
REEDSBURG, WISCONSIN

IS YOUR
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LISTED BELOW?

No home-washed

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DOUBLE



BE SURE YOUR DIAPER SERVICE IS ON THIS LIST!

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Each one serves the suburbs and towns surrounding the cities listed below.

Check Telephone Directory for your local service.

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BIRMINGHAM.....Infants Diaper Service, Inc.
Also: Anniston, Decatur, Florence, Gadsden,
Huntsville, Montgomery, Tuscaloosa
DOTHAN.....Southern Diaper Service
MOBILE.....Hygienic Diaper Service

ARIZONA

PHOENIX.....The Dy Dee Service
TUCSON.....Baby's Valet

ARKANSAS

LITTLE ROCK.....G. & H. Diaper Service

CALIFORNIA

LONG BEACH.....Tidy-Didy Laundry
SAN DIEGO.....Babyland Diaper Service
SAN FRANCISCO.....Dy Dee Wash
Also: Marin County

CONNECTICUT

HARTFORD.....Bayless Diaper Service
Also: Middletown, New Britain, Meriden
NEW HAVEN.....General Diaper Service
Also: Fairfield and New Haven Counties

DELAWARE

WILMINGTON.....Dy-Dee Wash, Inc.

DISTRICT OF COLUMBIA

WASHINGTON
Dy-Dee Wash of Washington, Inc.
Also: the Suburban Area

FLORIDA

JACKSONVILLE.....Baby Dy-Dee Service, Inc.
Gainesville, Lake City, Live Oak, Ocala,
Palatka, St. Augustine
MIAMI.....Miami Diaper Service, Inc.
Ft. Lauderdale & Homestead
PENSACOLA
Dia-Per Service, Inc. of West Florida
TALLAHASSEE.....Southern Diaper Service

GEORGIA

ALBANY.....Southern Diaper Service
Also: Americus, Valdosta and all Southwest
Georgia
ATLANTA & MACON...Lullaby Diaper Service
AUGUSTA...Rock-A-Dry Baby Diaper Service
Serving Savannah River area
COLUMBUS.....Columbus Diaper Service
Ft. Benning and Phenix City, Ala.
DALTON.....Di-Dee Land

ILLINOIS

CHICAGO.....Baby's Valet, Inc.
Greater Chicago, and West to Aurora and
Elgin
CHICAGO.....Wee Folks Diaper Service
Also: Greater Chicago, and East to Gary, Ind.
CHICAGO.....Dy Dee Wash
Also: Greater Chicago, and North to Lake
Forest

INDIANA

FORT WAYNE.....Sanitary Diaper Service
INDIANAPOLIS.....Stork Dy-Per Service, Inc.

KANSAS

KANSAS CITY.....General Diaper Service
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Imagine! Just a few pennies extra a day ends diaper-washing drudgery . . . gives your baby's health double protection!

Some mothers think they pay a big price for diaper service. How wrong they are! They forget to subtract how *much* they would still have to pay—if they did the job at home!

First, you buy 48 diapers. That's \$16.00—right there!

Then, each week, you have to *pay* for soap, water, heat, bleach—not to mention the wear and tear on your washing machine.

Add up all *these* costs and you'll find that for only a few pennies extra a day, your diaper service does the work!

Even more important, the most careful home washing in the world can't give your baby's diapers *double protection!*

Only the diaper service bearing this famous seal of the

NATIONAL INSTITUTE OF DIAPER SERVICES can certify "DOUBLE PROTECTION" for your baby's health!



BE SURE TO SUBSCRIBE TO A DIAPER SERVICE THAT BEARS THIS SEAL! Your assurance that every diaper is processed under "National Laboratory Control"—checked by chemists, bacteriologists, to make sure they are 100% safe!



1. Diapers that are actually antiseptic. This Seal guarantees every diaper treated with an exclusive compound to help keep baby's diapers 100% free from harmful germs even while baby is wearing them.



2. Diapers Processed Under National Laboratory Control! Yes! Checked by chemists and bacteriologists to make sure the diapers you order are 100% safe!

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Also: Auburn, Brunswick, Lewiston and Shore Points

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BALTIMORE.....Nu-Dy-Per Baby Service
Also: Annapolis, Bainbridge, Havre de Grace
CUMBERLAND.....Sani-Soft Diaper Service
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Also: Chambersburg, Pa., Frederick, Md., Waynesboro, Pa.

MASSACHUSETTS

BROOKLINE.....Dy-Dee Service, Inc.
Serving all of Greater Boston

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MINNEAPOLIS.....A. B. C. Diaper Service

MISSOURI

KANSAS CITY.....General Diaper Service
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ST. LOUIS.....Leiter's General Diaper Service
Also: Alton, Ill., Belleville, Ill., East St. Louis, Ill.

NEW JERSEY

ATLANTIC CITY.....Dy-Dee Wash, Inc.
CAMDEN.....Dy-Dee Wash, Inc.
NEWARK.....General Diaper Service
All Northern New Jersey, Staten Island
TRENTON.....Dy-Dee Wash, Inc.
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NEW MEXICO

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Tonawandas, Hamburg, East Aurora, Amherst
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SYRACUSE.....Berg's Diaper Service
Also: Auburn, Binghamton, Cortland, Ithaca
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Westchester County & Southern Connecticut

NORTH CAROLINA

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Gastonia, Concord, Kannapolis, Rock Hill, S. C.
WINSTON SALEM.....Dy-Dee Supply Co., Inc.
Also: Greensboro, High Point, Salisbury

OHIO

CLEVELAND.....Dy-Dee Wash, Inc.
COLUMBUS.....Banner Diaper Service
DAYTON.....General Diaper Service
Also: Springfield

PENNSYLVANIA

ALLENTOWN.....Tidy Dy-Dee Service
Also: BETHLEHEM, EASTON, Stroudsburg and Pocono Area; Pottstown
LANCASTER.....Baby's Laundry & Diaper Service
Also: HARRISBURG, READING, YORK, Carlisle
PHILADELPHIA (Greater).....Dy-Dee Wash, Inc.

SOUTH CAROLINA

SPARTANBURG.....Piedmont Diaper Service
13 South Carolina Counties and Tryon, N. C.

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CHATTANOOGA.....Di Dee Land
Also: Cleveland
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HOUSTON.....Texas Tot Tidiers

UTAH

SALT LAKE CITY.....Rock-A-Dry Baby Diaper Service
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VIRGINIA

HAMPTON.....Di-De Service
Also: Newport News, Warwick, Williamsburg
RICHMOND.....Stork Diaper Service, Inc.
Also: Colonial Heights, Hopewell, Petersburg
ROANOKE.....Crystal Spring Dy Dee Service

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MADISON.....Quality DyDee Wash
MILWAUKEE.....Dy-Dee Wash, Inc.

SAFER FOR BABY

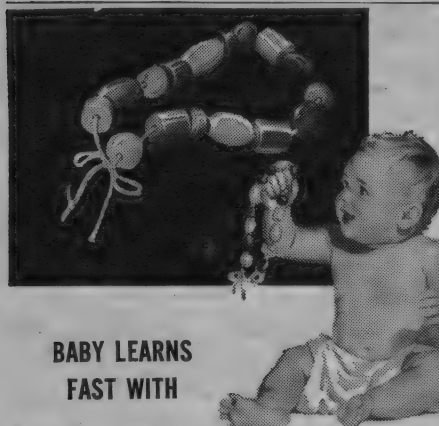


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Safety Type **HIGH CHAIR APRON**



The only high chair apron with exclusive "Safety Straps"—keeps baby from standing or falling. Gives complete protection—helps mother, is psychologically correct.
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**BABY LEARNS
FAST WITH
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Baby can get a good grip on these new, big beads and learn to coordinate both hands skillfully. They're easier to string because of the firm cord with extra-long tip that passes easily through the large holes. Safe to bang, too large to swallow.

\$1.25

FREE AT ALL DEALERS or Post Paid from Kane, Pa.

Holgate Toy Folder showing large assortment of Holgate Toys. Or send 10¢ (to cover mailing cost) for complete 24-page large-size catalog, including toy selection chart for choosing toys most suitable for your child.

HOLGATE BROTHERS CO.
Kane, Pa., Dept. B-74

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OUR FIRST NIGHT OUT AFTER THE BABY CAME

"HELLO, darling. I've got tickets for a show. How about it?" Roy and I hadn't been out since six-week-old Janie's arrival. So I knew his casual-sounding evening must have been the result of careful plans.

"But what about the baby?" "I've got a sitter. Mrs. Kelly's coming at six-thirty."

I had to admit that after raising eight healthy little Kelleys, Mrs. Kelly might know a thing or two about babies.

I scribbled innumerable notes for Mrs. Kelly about what to do in case of practically any emergency and pasted our doctor's phone number in three different places. Mrs. Kelly looked at me rather oddly when I handed her the pile of notes on the care and feeding of my six-week-old infant.

"Don't forget, she'll want a bottle at about ten..." I managed to shout as my husband propelled me toward the car.

We dined at a place famous for fine food. But for some reason everything tasted flat to me. Roy, happily putting away a steak, looked at my still-filled plate.

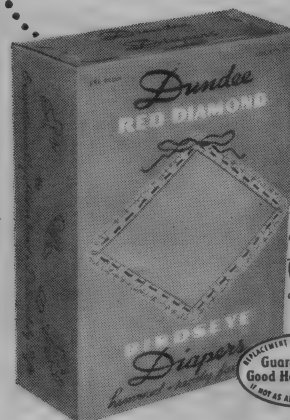
"You aren't going to fret about the baby all evening, are you?"

"Of course not!" I assured him, choking down a few bites.

As we drove to the theatre I couldn't help thinking:

- Suppose she starts to cry!
- Will Mrs. Kelly know about holding her up and patting for bubbles?
- I do hope she doesn't make her take all the bottle!

Usually a colorful musical takes my mind away from worries of the day but that night was different. I fidgeted until



Soil 'em, boil 'em—they take use and abuse, stay soft as down.

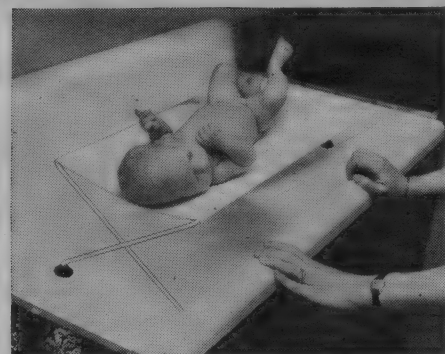
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SHOWROOMS: 40 WORTH STREET, N. Y. C.



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**Bathe baby safely, easily
in the kitchen sink!**

Buy your

**NU-BORN
BATHER**

Today ONLY \$3.98

NU-BORN BATHER saves you time in bath preparation and makes bathing easier. Strong metal legs with suction cups hold securely. Water drains through the sturdy perforated rubber top. Folds for storage.

Try the simple way of bathing baby.

If unable to secure at your favorite store send check, cash, money order for \$3.98 to

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intermission, muttered something to Roy and headed for a phone. Just as I was about to break through the crowd, someone grabbed my arm.

"Darling, so you've come out of hibernation. How are you?" I tried to smile as I recognized an erstwhile bridge friend. Before I could explain that I was headed for the phone, her voice shrilled on. "Isn't it delightful? And that new dancer. . ."

Suddenly I heard the curtain-call buzzer. The mob reversed itself and carried me back into the theater. I was almost in tears when I reached my seat. Roy patted my arm and mumbled that everything would be all right as the curtain went up.

It was almost forty-five minutes before we were finally out in the lobby—forty-five minutes of worry on my part.

"I'll never forgive myself if something has happened to the baby. Can't we hurry?" I hardly recognized my quavering voice. Once free of city traffic, we made the trip home in record time. Scarcely before the car had stopped I was out and up the front steps. Scurrying past Mrs. Kelly, I headed for the nursery. "Is Janie all right?" I called over my shoulder.

"She's sound asleep. Had her bottle at ten. Woke up right on the dot and went right back to sleep. Best baby ever," stated Mrs. Kelly. I gazed down at the quiet, small shape smiling at a soft baby smile in her sleep.

Suddenly I realized how silly I'd been to spoil our whole evening by useless worry. I felt more than a little sheepish as I tip-toed from the room and looked at Mrs. Kelly, completely capable and trustworthy.

As Roy started out the door to drive her home I heard Mrs. Kelly saying: "A night out now and then is mighty good for a young mother once she knows her baby can get along a few hours without her."

I didn't hear Roy's answer but I resolved then and there that we'd be going out more often from now on.

Jean Reiman

"THANKS...for WEE WALKER'S high quality at such a reasonable price!"

"We are a young couple, buying our home and rearing our first son. In these days of high prices it is a break for us to find a shoe that is so well made, at a price we can afford to pay!"

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MRS. JOHN M. WOODARD
of Duarte, California

Thank you, Mrs. Woodard! The demand of millions of mothers like you, for a better shoe at a lower price, makes Wee Walker America's largest selling infant shoe today. Giant sales, volume production and mass distribution give your child a shoe, unmatched in quality, at Wee Walker's low prices. Buy fine quality Wee Walkers... and save!

Prices subject to change, slightly higher Canada and Denver west.

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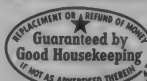


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FREE BOOKLET...WRITE TODAY!

Valuable information on infant foot care, and chart to measure size.

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Mother uses
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inside my regular diapers
to combat diaper rash...

... reduce diaper staining ... end hard scrubbing ... help diapers last longer.

Lint-free, silky-soft Dennison Diaper Liners cost less than a penny a change. Get a box in any Baby Department and see how easy diaper handling can be.

MOTHERS SAY "THEY'RE WONDERFUL"



Revolutionary advance in Juvenile Furniture! Basic units easily convert into these important child needs with several inexpensive available accessories.



THESE 7 CHILD NEEDS

- 1 HIGH CHAIR ...
- 2 CARRIAGE
- 3 STROLLER
- 4 TABLE and CHAIR
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insure a lovely bosom after pregnancy



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PADS WITH EACH BRA

FINE COTTON BROADCLOTH
32 to 44 B and C cups \$2.75;
32 to 44 D cups \$3.00! PREPAID.

EXTRA PADS 8 to a box 25¢..40 to a box \$1.00

Write for FREE Booklet

Preferred by Mrs. America for its outstanding qualities during pregnancy and through the nursing period. Patented inner cup gives firm support from beneath the breasts. Front section drops down for modest, easy nursing while straps stay comfortably on shoulders for best support. Parva buckles.. removable adjustable back elastic... disposable, moisture proof pads and special "irritation free" features make it most desirable.



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In
Pink, Blue,
Maize
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Designed by
a doctor. More
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satisfied users. In
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One size,
from six
months to three
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Write for
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Baby's Safest Sleeping Garment

TRUNDLE BUNDLE Products Co., Duluth 2 Minn.

HOUSEHOLD HINTS

FOR THE NEW MOTHER

Quick methods for doing chores... news of labor-saving products... reports on kitchen and household equipment

Adhesive tape in the shape of an "X" on the soles of your toddler's shoes will help prevent slipping on just-waxed floors.

Store leftovers in waxed paper sandwich bags. They're dandy refrigerator containers.

Keep accounts straight. Tape two large envelopes inside your kitchen cabinet door—use one for bills, the other for receipts.

Loosen paint brushes by soaking them in hot vinegar.

Keep eggs from cracking when you boil them by first pricking a hole in the large end with a needle.

Mixing paint is a cleaner, easier and more economical job when you use a **Prop Mixer**. No mess—no waste. Rest mixer on a quart or gallon can and turn the handle—stir until you get the right color or consistency. Mixer covers only half the can so you can condition paint as you work. Provides a handy brush wiper and hanging hook to let brush drip into can. Ideal for enamels and rubber-base paint. \$1.95. *International Allied Industries, Box 202, Hialeah, Fla.*



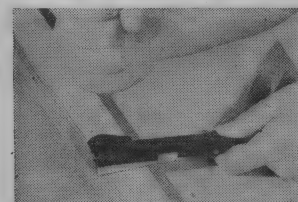
Trace dress patterns with a sliver of soap. Material won't fringe or ravel when you cut pattern out.

Store rolling pin in an out-of-the-way place: clamp it (use broom clamps) on the back wall of your kitchen cabinet—above the bowls and pans.

Hang contour sheets cross-wise on the line: one-third over one side, two-thirds over the other side. They'll be no bunching or hard to dry ends.

Empty adhesive tape spools are fine for storing odd lengths of string or gift ribbon.

Handy stapler makes big jobs small. Use the **Bostitch Stapler** as a standard type stapler for fastening bills together, mounting recipes, photographs, etc. To separate: Use built-in staple remover. And for tacking jobs, just swing



stapling arm back and fasten paper lining in drawers, fancy edging to shelves, screening to frames, covers to ironing boards. The new stapler fastens countless things easily, neatly, securely. With box of 1,000 staples, \$3.15. *Bostitch, 1015 Mechanic St., Westerly, R. I.*

VACUUM-CLEANING TIPS

Operate upright vacuum slowly—it'll do a quicker and more efficient job that way. A tank cleaner—slightly faster but use twice as many strokes.

Prevent wheel marks and footprints by starting your vacuum in the corner farthest from the door—then move backwards toward door; prevent streaking by vacuuming in the direction of the pile, not across the grain of the nap.

Disconnect vacuum by pulling in the plug itself—never tug at the cord. And never operate vacuum over the cord.

Empty vacuum bag into damp newspapers spread over dry papers. The dampness catches flying dust.

Wind cord loosely around tank or handle before storing cleaner. Otherwise, tension may cause fine wires inside cord to break.

WHERE TO BUY HOUSEHOLD ITEMS:

If you can't find the items pictured above in your favorite stores—write direct to the manufacturer; addresses given. Prices current as we go to press.

For your baby's precious feet

Gertrude's BABY SHOES
ORIGINALS

Start baby's feet right with shoes specially designed for babies. You'll love 'em. Dainty materials. Pastel colors in soft Kleanette leather or Nylon mesh.



Gertrude's #675

Gertrude's #405 →



Gertrude's #580



Gertrude

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Ask for a demonstration of the amazing

Nursmatic NURSER

... the one and only self-regulating nurser with stainless steel INSTA-VALVE!



World's Finest Nurser

- Most nearly simulates natural nursing.
- Reduces air-swallowing—the most common cause of colic. Minimizes regurgitation—baby retains more food.
- Prevents nipple collapse.
- Slip-on hood eliminates need for inverting nipple—reduces possibility of contamination.
- Endorsed by doctors, nurses, mothers—used in leading hospitals.
- Make no mistake—except for natural nursing, there is no substitute for Insta-Valve feeding technique.
- At better drug and department stores and infants' departments of leading stores.

For FREE descriptive folder check No. 165 in the "Aids to Baby" section in the back of this magazine.

NURSMATIC CORPORATION
Daily News Bldg., Chicago 6, Illinois

THE 1954

POLIO STORY

THE development of Salk vaccine brings closer the winning of the fight against polio. It is hoped that this vaccine, unlike Gamma Globulin, will promise long-lasting protection against paralysis.

The polio vaccine is capable of stimulating the body to produce its own polio-fighting antibodies. GG, on the other hand, is a short-term loan of someone else's defensive antibodies. It gives temporary protection.

The new vaccine is in widespread test use but it will not be available for general use this year. And, though three times as much GG is available, it, too, is still most precious and distribution must be limited.

We must expect polio cases again this year. And to protect your children against it, remember to take precautions. Here is what you can do if polio comes to your community:

1. Keep children away from crowds.
2. Avoid fatigue and chilling. This means adults, too.
3. Follow your doctor's advice about mouth and throat operations.
4. Teach your children to wash their hands carefully before eating and after toileting. Be sure they use their own towels and tableware.
5. Watch for: headaches, fever, sore throats, upset stomachs, stiff necks and backs. Advise your doctor if any of these symptoms appear.
6. Remember—at least half of all polio patients get well without any crippling.
7. Get in touch with your local Chapter of the National Foundation for Infantile Paralysis if you need help for a polio patient.

VACATION AIDS...

ALL SUMMER LONG EVERYWHERE
ALL TODDLERS CAN HAVE COMFORTABLE TOILET; COMFORTABLE HIGH CHAIR AND SAFETY CAR SEAT!



"BABY'S COMFORT STATION"

USED ALONE AS A TODDLER'S TOIDEY, OR AS A BASE WITH LITTLE TOIDEY... ASK FOR NO. 11 TT

Ridin' Hi-Chair

SAFEGUARDS BABY AND TODDLERS IN THE CAR, KEEPS THEM COMFORTABLE AT THE TABLE...EVERYWHERE

EACH SELLS AT \$5

ORDER THESE TOIDEYCO AIDS AT ONCE... A GOOD STORE WILL SUPPLY YOU...

WRITE BOX BT 74



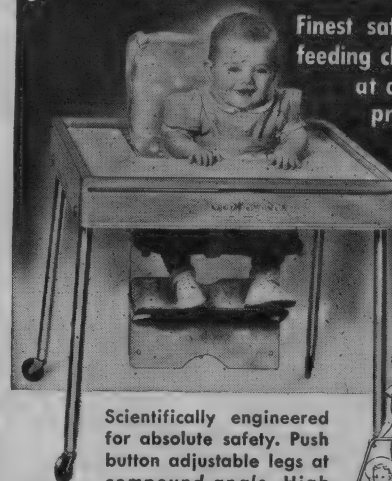
Gertrude A. Miller, Inc.

THE Toidey COMPANY

FORT WAYNE - INDIANA

your BABY BUTLER

Finest safety feeding chair at any price



Scientifically engineered for absolute safety. Push button adjustable legs at compound angle. High pillowback prevents neck strain.

Stroll-a-Long, one of the many conversion features exclusive in Baby Butler.

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Toilet bowl stains? Remove them with SANI-FLUSH

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NOT AS ADVERTISED THEREIN



Now PERFUMED with
a mild fragrance

Next time give me
sani-sheet
it's moisture-proof

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NEW-MOTHER REPORT

I HAD A BAD CASE OF JITTERS

If you have trouble with baby in the first weeks
at home, the fault may be yours, not baby's

Some mothers learn to care for their babies without much or any emotional disturbance. But I found the first three or four weeks after coming home from the hospital very confusing.

I suffered. The baby suffered. My husband suffered. The sad part of it all is that it wasn't really necessary.

I sought too much advice. I took none of it. And I misinterpreted much of the excellent reading material on babies. I abandoned my common sense in a big way.

My first big scare came on the day I was to leave the hospital. The nurse showed me how to bathe, oil and dress the baby. I was aghast when I saw Deborah's naked body. She was long and scrawny. Her skin was shriveled and seemed to hang from her bones. I hadn't anticipated this. Before, I had seen only her full face and foolishly imagined, I guess, that the rest of her body was just as chubby and cherub-like. But now, she looked so fragile. So helpless!

That scare was the onset—the first sign—of the trials ahead.

Once home and in her shiny new bassinet, Deborah began screaming. With lightening speed, my husband and I rushed around preparing her formula. We fed her, then started to rock her to sleep.

Then trouble. "Don't rock her!" a neighbor said. "You'll be sorry later." I stopped rocking. The baby started to cry again.

"Rock her," my husband said. "No, don't rock her," the neighbor said. "Rock her," some one else advised. I scrambled for the baby books. I was in such a hurry, I couldn't find anything. I asked a neighbor to hold Debby. I took her back, gave her to my husband, took her back again. Then suddenly, she burped!

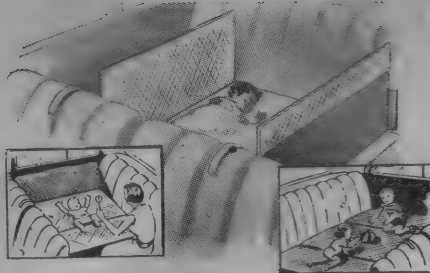
"That's what she needed—just to burp," I announced. But the scare was still in the pit of my stomach.

After the six o'clock feeding. Debby curled right up and went to sleep. I dismissed my friends, and my husband, who works nights, left for the office. I settled down to enjoy the home I had missed so much.

But not for long. Debby began to scream once more. Twice as loud! I rocked her. I burped her. I tried feeding her again. I called the doctor, a friend, then the doctor again. But I was too upset to heed any of their advice.

Then mother came and took over like an old trouper. Even before she had her coat off, I gave her the baby and sat down for my first real crying spell. Mother quieted the baby and then very calmly explained to me that I *must* control my emotions—my fears and doubts—that the only trouble with my baby was ME, that Debby could sense my newness, strangeness, and my nervousness.

The next week went quickly and well. Mother hovered about



Happy Travelers are Made...with baby-pullman (Quite an Invention!)



a safe, comfy car crib that actually grows with Baby. High padded sides protect Baby from bumps and breezes. "Click, click" ... sides lower and convert to a jumbo play area and bed for several tots, completely upholstered. Ideal as infant's screened portable crib for picnics and visiting. Folds flat. At stores, \$14.95 (higher south & west); Screen \$3.98. FREE colorful brochure. STACY Mfg. Co., 155 E. 23 St., New York 10, N. Y.

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NEW DIAPER COVER THAT REALLY WORKS!



It's "Sleepy-Drye"—the air-cooled water-repellent diaper cover. No more wet beds, wet night clothes! No more diaper rash! Made with durable Repelthal* water repellent! Let's baby's body breathe. No plastic or rubber lining! Cotton knit! Lets air in . . . lets ammonia out. Triple reinforced crotch locks wetness in diaper! "Shir-Tabs"*** keep baby's shirt dry. Worn over diapers! Can't crack, peel, stiffen. Washable! Just-right sizes. \$1.25.

P.S. Keep baby safe in "Sleepy-Bye,"** the original all-purpose oversleeper. No more colds from kicked-off covers! Lots of wiggle room! Zips over nighties! No legs in crib bars! Flannelette or seersucker. At leading department and infants' wear stores. \$2.50 up.

MODELLA MFG. CO., RYE, N. Y.

"Sleepy-Bye" & "Sleepy-Drye"

*PATENTED **PATENT PENDING

EXTRA PROTECTION FOR YOUR BABY

Every time you go out, provide

A BABY TALK INFORMATION SHEET FOR BABY SITTER

10 sheets ready to fill out 15¢
See item 716 on page 41

like a guardian angel. Deborah ate and slept and gained eight healthy ounces.

In fact, I was pretty much down to a routine the day mother left. But that night, right in the middle of a feeding, Deborah started up again.

"Colic!" I thought. Deborah cried and I cried with her from 6 p.m. to 2 a.m. I called my friends. One suggested a slow nipple. Another, a fast nipple. I tried all sizes and shapes of bottles and nipples. But I didn't give anything a good chance to work.

Finally, I called the doctor. He said simply, "Increase the formula and get more—much more—sleep and rest." I took his prescription, added a large dose of common sense and . . . it worked! The "colic" problem plus a lot more began to resolve.

Among other things, I have stopped bobbing up and down from my pillow to check Debby's breathing. And now, if I feel tense during the day, I wait a few moments, to shake it off, before I tend to baby. I keep looking for short-cuts in the housework and am amazed at the number I find! The baby does her part, too. Gradually, she's beginning to sleep from 4 to 6 hours at a time.

At last, Debby and I are starting to enjoy one another. She's learning to play now and I'm learning to play with her. I'm beginning to be happy with my baby, so she's happier with me.

Mrs. L. M. Howard

* * * *

FAVORITE SUBJECT

What did we talk about before
We had this child whom we adore?

Now we discuss his every act
As though it were a vital fact.

Just what he eats and what he weighs

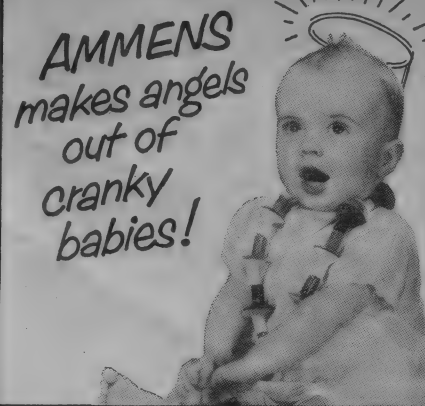
Consume our thoughts and fill our days;

And when will all this wonder cease

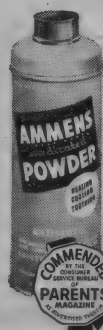
To be our conversation piece?

Louise Goodson

(Helpful information for next to nothing. See pages 41 and 42)



Gives fast Medicated Relief for DIAPER RASH



No unmedicated powder can relieve your baby's Diaper Rash as Ammens Powder does.

For Ammens is specially medicated to soothe, protect and help heal irritated skin. So soft, it promotes healing by cushioning your baby's chafed skin against further irritation. Get Ammens today. You'll want to tell your friends about it, too.

FREE trial-size can. Write today to Dept. BT-74, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

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MURRAY-GO-ROUND

BABY WALKER-STROLLER



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Easy to carry or store
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TAYLOR-TOT
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 AS WALKER
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ALUMINUM
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 MODELS ALSO
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**Science Finds Healing Substance That
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In case after case, pain was relieved promptly. And, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

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WHAT TO DO



MERRIM; MONKMEYER

WHEN BABY DISCOVERS THE BOOK SHELF

- Grown-up books often tempt a toddler more than his own cloth-type that won't tear!
- You may be able to teach "Don't touch"—but by then some of your classics will probably be in shreds. So wedge reachable books so tightly together on the shelf that baby can't pull them out.
- Empty one of the lowest book shelves for baby's use. Stack it with old magazines, plus his own linen books. Avoid letting him play with hard-bound volumes—either his or your own.
- Your object: To keep *your* books intact—and eventually to teach your youngster a healthy respect for all books! Reading to a child is a great book preserver—the idea that books contain well loved stories makes baby respect them.

(Helpful information for next to nothing. See pages 41 and 42)

SEND TODAY FOR THESE MANY "AIDS TO BABY"

HERE's a treasure chest, a "gold mine" of samples, booklets, mothers' helpers. Read the descriptions on both pages! Check each one that you want on this page and the following page. (Remember, you can have all if you like!) Then tear out this page and mail to us with a 10¢ service charge. We'll do all the rest.

- ☐ **No. 112. A must for car owners:** Booklet describes ComfySafe Autoseat and how it serves baby's safety in auto, train, plane. Toidey Co. FREE.

- ☐ **No. 115. Sleep safety for baby:** Descriptive circular on Trundle Bundle, the safe doctor-designed sleeping garment. FREE.

- ☐ **No. 118. All-metal baby furniture:** Folder describes the comfort and safety features of the entire line of Cosco Juvenile Furniture—Cosco High Chairs, Youth Chairs, Baby Jumpers and "Feed-N-Play" Tables. America's top-selling line of all-metal Juvenile Furniture. FREE.

- ☐ **No. 126. Simplified formula-making:** Booklet of step-by-step directions for sterilizing bottles, nipples and formula—"Modern Methods of Preparing Baby's Formula." Pyramid Rubber Co., makers of Evenflo Nursers. FREE.

- * ☐ **No. 128. Miniature Evenflo Nursers** for little sister to feed her dolly. Identical miniature model correct in every way. Has rubber nipple, glass bottle, plastic cap and disc, just like big Evenflo which mother uses to feed her baby brother. Send 25¢ for two miniatures postpaid. Offered by the Pyramid Rubber Co., manufacturers of Evenflo Nursers.

- ☐ **No. 133. Bathe baby easily in kitchen sink** and save time with the Nu-Born Bather. Descriptive booklet offered by the Nu-Born Bather Company. See ad page 34. FREE.

- * ☐ **No. 147. Easy bottle-cleaning:** Generous trial package of Evenflo Brushless Baby-Bottle Cleanser. Dissolves milk film, keeps bottles bright without brushing. Only 25¢.

- ☐ **No. 153. Travel bed for baby.** Illustrated folder shows exclusive features of the Baby Pullman car bed—how it converts from crib to play pen in the car, on picnics, at stop-overs. FREE.

- ☐ **No. 155. Pre-Cooked Cereal:** The Beech-Nut Company makes a free introductory offer. A courtesy card redeemable for a package of any one of the four Beech-Nut pre-cooked Cereal varieties—Cereal Food, Oatmeal, Barley, or Corn. Offer good only in U. S., East of Mississippi River only.

- ☐ **No. 156. Strained Foods:** The Beech-Nut Company makes a free introductory offer. A courtesy card redeemable for a jar of any variety of Beech-Nut Strained Foods. Offer good only in U. S., East of Mississippi River and in California.

- ☐ **No. 161. To keep baby warm and dry:** Descriptive "Booklet B" on two unique products—"Sleepy-Bye" to keep covers on; "Sleepy-Drye" to prevent wet beds and wet clothing. Modella Mfg. Co., 710 Milton Rd., Rye, N. Y. FREE.

- ☐ **No. 165. Act to Reduce Colic, Burping, Spitting Up** as well as air swallowing and chances for colic—newest technique in bottle feeding—described in illustrated folders by Nursmatic Corp. FREE.

- ☐ **No. 170. Three feeding helps:** A triple offer from H. J. Heinz Co. (1) Informative booklet, "Your Baby's Diet", on the use and preparation of strained baby foods; (2) a booklet of appetizing ideas for adding variety to baby's menus plus

recipes for soft diets in general—"Recipe Magic with Heinz Baby Foods"; (3) special jar-cap opener. ALL FREE.

- ☐ **No. 176. For toddlers:** Leaflet points out the ten exclusive features of the Murray-Go-Round Walker-Stroller. Murray-Ohio Mfg. Co. FREE.

- ☐ **No. 194. For baby's safety:** Illustrated folder on new model Babee-Tenda contains helpful hints to keep baby safe from falling plus baby-care suggestions, time and worry-savers for Mother. Many extra uses for years-long service. Babee-Tenda Corp. FREE. See ad on Page 26.

- * ☐ **No. 199. Spill-proof tumbler:** Novel plastic baby cup offered by H. J. Heinz Co. teaches your child to drink from a cup without spilling. Specify choice of pink, blue, yellow or ruby. 25¢ plus 6 labels from any Heinz Baby Foods, strained or junior cereals. (Subject to withdrawal without notice.) See No. 46 for deluxe model.



- * ☐ **No. 701. "What to Expect of Baby From 1-12 Months":** Series of important developmental articles reprinted from Baby Talk—illustrated with dramatic photographs. 25¢.

- ☐ **No. 702. "How to Pick Flattering Maternity Fashions":** Baby Talk's budget-wise leaflet offers ideas on what and how to choose, wear and care for your maternity wardrobe—from early pregnancy through hospital stay. FREE.

- * ☐ **No. 703. "When Should Toilet Training Begin?":** Advice from Dr. John C. Montgomery, noted pediatrician who suggests a simple, toilet-training plan based on correct timing. Reprinted from Baby Talk. 10¢.

- * ☐ **No. 704. "How to Get a Diaper Clean":** The safe way to home-wash diapers. Baby Talk Reprint. 10¢.

- * ☐ **No. 705. "Do You Really Understand Self-Demand?":** Dr. Edith B. Jackson, clarifies a feeding method that puzzles many new mothers. Baby Talk reprint. 10¢.

- * ☐ **No. 706. Baby shower ideas:** Leaflet packed with successful party plans including suggestions for invitations, table settings and dozens of amusing games. 10¢.

- * ☐ **No. 707. "Common Causes of Night Crying and Sleeplessness":** Dr. Gustave Weinfeld discusses, and suggests solutions to almost every kind of baby-sleep questions that puzzle new mothers. Baby Talk reprint. 10¢.

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- * ☐ **No. 709. "The Truth About Thumb-sucking":** Factual, frank discussion of a common parent-puzzler. By Dr. John C. Montgomery, well-known pediatrician. Baby Talk reprint. 10¢.

- * ☐ **No. 710. "What a Healthy Newborn Baby Looks Like":** Life-size photo of a 14-hour-old baby with descriptive text by Dr. Mary E. Mercer, N. Y. Cornell Medical Center. Baby Talk reprint. 10¢.

- * ☐ **No. 711. Guide to home safety:** Reassuring help for every parent in this "Accident Handbook"—a national best-seller—compiled by staff of Children's Hospital, Boston, Mass. 25¢.

- * ☐ **No. 712. "The 3 Hot Spots in Baby Care":** Up-to-date guidance on feeding, discipline and toilet training written by Baby Talk's editor in consultation with three well-known doctors. Reprint. 15¢.

- * ☐ **No. 713. "What's Behind Children's Speech Difficulties?":** Advice for parents of little babies; answers to common questions about baby's first attempts to talk. By Harlan Bloomer, Ph.D., Director of Speech Clinic, U. of Mich. Baby Talk Reprint. 10¢.

- * ☐ **No. 714. Preparing Young Child for Hospital:** "Johnny Goes to the Hospital" is a book written to help a child face his first hospital-stay without fear. General hospital procedure told in story-form with delightful bright-colored illustrations. Helpful pointers for parents too. Copyright Children's Medical Center of Boston. \$1.00.

- * ☐ **No. 715. Time- and Money-savers:** Here are 533 ingenious, trouble-saving ideas contributed by other mothers to BABY TALK's famous and popular "Here's What Other Mothers Do". Now available in this handy 132-page book. Tips on dressing baby—feeding baby—playtime—bedtime—health and safety—visits, outings and travel—laundry and cleaning. New Mother's Guide—Only \$1 postage free.

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PLEASE TURN THE PAGE →

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- * ☐ **No. 24. Help with discipline:** Provocative pamphlet, "Discipline: What Is It?" by Helen Steers Burgess. 35¢ plus 3¢ stamp.
- ☐ **No. 28. Toilet-training advice:** 16-page booklet contains sound up-to-date suggestions on when and how to train a baby easily without creating "problems." Pemco Products, Inc. FREE.
- * ☐ **No. 34. Accident-proof pin:** Sample card of 4 "Protect-O-Pins"—the stainless steel diaper pin with the special safety catch you can trust to stay closed. Circle choice of pink, blue, green or yellow pastel. 4 for 25¢.
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- ☐ **No. 43. First shoes:** Name of nearest dealer carrying Gertrude Original Baby Shoes made by Crawford Shoe Co., Mattoon, Ill. (Advertised on page 37 in this issue.)
- * ☐ **No. 45. Baby-feeding help:** Long-handled spoon gets to the bottom of baby-food jars; size and shape of spoon bowl is just right for baby-type portions. Silver-plated. By H. J. Heinz Co. 20¢ plus 6 labels from any Heinz Baby Foods.
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- ☐ **No. 56. Tips on attractive make-up:** Mothers will be interested in this leaflet by Hollywood beauty authority Ern Westmore, describing new ways to apply make-up to eyes, lips, nails, complexion, hair—with Q-Tips. FREE.
- ☐ **No. 60. Educational toys:** Leaflet illustrates Holgate Toys. FREE.
- * ☐ **No. 61. Toy Catalog:** Packed with Holgate's entire toy line. 10¢.
- ☐ **No. 62. Bathroom Sanitation:** A "must" booklet for meticulous homemakers—"the science of bathroom sanitation and septic tank action"—which includes a scientific report to show that Sani-Flush will not injure septic tanks when used to clean toilet bowls. FREE.
- * ☐ **No. 64. Special wetproof pad:** A Sani-Sheet Diaper Pad to protect Mother's lap or keep upholstery dry when baby is held or laid on furniture. Regular 9" by 12" size for 25¢.
- * ☐ **No. 69. New Baby Kit:** Mennen, Baby Specialists since 1880, offers convenient travel-size samples of famous Baby Magic, pure Baby Oil with Lanolin, super soft Baby Powder. Plus 2000 names for baby and their meanings. Only 25¢ for samples and booklet. This offer not good in Canada.
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- ☐ **No. 84. All About Sleep:** Authoritative booklet gives details on baby's sleep needs at different ages, plus information on comfortable types of bedding. "Your Baby's Sleep and Growth." Rose Derry Co. FREE.
- * ☐ **No. 85. Sample Diaper:** Pant-East Diapers are knitted to fit your baby. No folding—No seams—No loose ends to slip, hang down or become bunched where they do not belong. Send 25¢ for a full size sample garment. See ad on page 40.
- ☐ **No. 88. News on Strollers:** "Baby's First Convertible." A booklet describing the Peterson Folda Rola, lightweight champion stroller-walker. Color illustrations of other popular Peterson Folda Products and interesting new accessories. A. E. Peterson Mfg. Co. FREE.
- ☐ **No. 89. "Morning sickness" aid:** A trial package of Chooz, delicious antacid chewing gum for relief of "morning sickness", heartburn and indigestion common during pregnancy. FREE.
- ☐ **No. 94. Skin Protection:** "Baby Magic Bundle"—travel-size sample of famous lotion to help prevent diaper rash and skin irritations. Offered by Mennen, baby specialists since 1880. Plus 2,000 name suggestions. The Mennen Co. This offer not good in Canada. FREE.
- ☐ **No. 97. All About Towels:** Tips on wise towel-buying—what kind, how many, right sizes, how to launder for long wear—in this excellent little booklet, "Clues to Thrifty Towel Buying" by Dun-dee Mills. FREE.
- ☐ **No. 98. Convertible Chair:** Full description of the multiple-purpose tip-proof Stroll-O-Chair, a combination stroller, table and chair, youth chair and car seat. Also lists accessories designed to transform chair into rocker and/or baby carriage. Stroll-O-Chair Corp. FREE.
- ☐ **No. 102. Better Posture for Baby:** "For Today's Taller, Faster-Growing Generation"—a descriptive folder illustrating the new Kantwet Posturized Tot-N-Teen Headboard Bed for children from 3 to 18 years, and tells why it is ideal when child changes from crib to bed. Rose-Derry Co., Dept. B-7, Newton 58, Mass. FREE.
- ☐ **No. 105. Baby's carriage:** Descriptive folder, illustrates complete 1954 line of Siebert carriages and strollers. Includes information on the new three-in-one Comfy Carriage—a carriage, bassinet and car crib all in one; and the new Stroll-N-Strut—collapsible combination stroller-walker. O. W. Siebert Company. FREE.
- ☐ **No. 111. Help with toilet training:** The Toidey Company's booklet "Training the Baby" is clear, up-to-date, psychologically sound. Contains complete list of Toidey Co. Products. FREE.

* Please include required fee.

SERVICE EDITOR, BABY TALK MAGAZINE, 149 MADISON AVE., NEW YORK 16, N. Y.

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CAN'T "DRY" SKIN. Non-sticky. Attacks unpleasant diaper odor; keeps baby sweet-scented. Use it all over baby. It protects, soothes, helps heal! Keeps baby's skin so smooth, you'll love using it.

In pink, blue or yellow refillable squeeze bottle, 59¢. Giant economy size, 98¢.

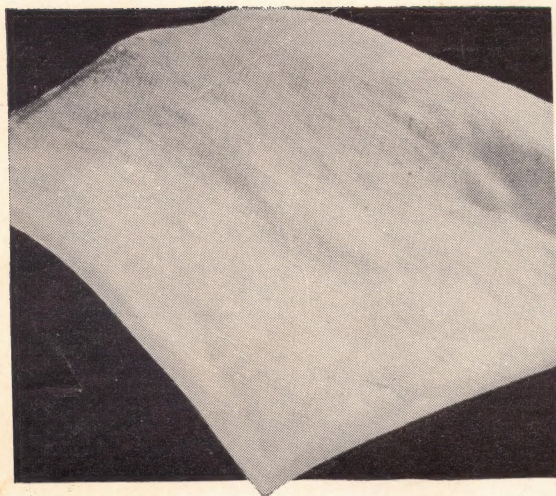
NO TAX



MENNEN BABY MAGIC

Available in Canada at slightly higher prices

Which of these two diapers is loaded with germs



*Your eyes can't tell the difference
—yet one actually endangers
your baby's health!*

*INSIST ON THE ONE
DIAPER SERVICE THAT GIVES YOU THIS
DOUBLE PROTECTION
AGAINST GERMS!*

DIAPERS THAT ARE "GERM-PROOFED"...
ACTUALLY ANTISEPTIC! Diapers treated
with a "Wonder Liquid" that makes
the cloth deadly to germs!

**DIAPERS PROCESSED UNDER NATIONAL
LABORATORY CONTROL!** Yes! Diapers
Checked by Chemists, Bacteriologists,
to make sure they are 100% Safe!

1



2



DON'T make the mistake of trusting
your baby's health to your own wash-
ing machine—even an automatic! For home-
washed diapers are never germ-free. In fact,
tests show that home-washed, home-dried
diapers contain up to 13 kinds of germs!
How to play safe? That's easy! Insist on the
diaper service named below. It's the only
one that gives you "DOUBLE PROTECTION."
(1) Diapers treated with a "Miracle Antiseptic"
... to make them 100% free from germs!
(2) Diapers checked by chemists, bacteriolo-
gists—to make sure they're 100% SAFE.
Play safe with baby by using this Double-
Protection service!



General diaper service corp.

Serving the entire New York Metropolitan Area
In Manhattan, Queens and Brooklyn, Phone HAvemeyer 4-7272

*Only this diaper service . . . no other . . .
brings you BABY TALK.*

IN THE BRONX, PHONE
TRemont 8-1600

IN WESTCHESTER, PHONE
TUCKahoe 3-3034

ON LONG ISLAND:
NASSAU COUNTY, PHONE
HEmpstead 2-3232

SUFFOLK COUNTY, PHONE
Enterprise 4066

